

# SOUTHERN AUTOMOTIVE JOURNAL

COVERED BY  
16 CITIES AND  
OUTSTANDING STATES

## PASS IT ON!

OWNER	<input type="checkbox"/>
GEN. MGR.	<input type="checkbox"/>
SERV. MGR.	<input type="checkbox"/>
PARTS MGR.	<input type="checkbox"/>
FOREMAN	<input type="checkbox"/>
SHOP	<input type="checkbox"/>

January, 1951

## Perfect Circle Doubles the Life

of cylinders and rings  
with the amazing new

### *2 in 1 Chrome Piston Ring Set!*

**It's true!** Perfect Circle's new 2-in-1 Chrome Piston Ring Set is actually two sets in one! *First*, because solid chrome plating on the top compression ring and the steel rails of the oil ring assures twice the life of ordinary sets... *Second*, because two springs, of different pressure ratings, Normal Pressure and HiPressure, are packed with each Chrome Oil Stopper.

**For the first time**, mechanics can choose the spring pressure best suited for each engine without switching between various brands or types.

**Whether cylinders are slightly or badly worn . . . tapered or straight . . . round or out-of-round . . .** the 2-in-1 set establishes a new high of piston ring performance. Here at last is a piston ring set you can install with complete confidence . . . it will assure your customers of thousands of extra miles of top economy and sustained power.



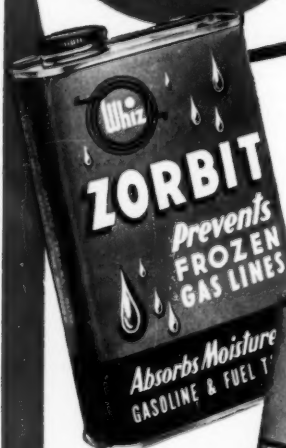
**A SURE BET IN ONE SET for Every Doctor of Motors**



# TEMPERATURE DROPS!



**QUICK SALES—  
QUICK STARTS—  
SATISFIED  
CUSTOMERS**



**TESTED BEST!**  
Proved best of  
leading tune-ups by  
U. S. Testing Co.  
Write for details.



## WHIZ ZORBIT

**PREVENTS FROZEN GAS LINES** • Tested by Pittsburgh Testing Laboratories—Excellent Performance Down to 90 Degrees Below Zero • Backed by "Double-Your-Money-Back Guarantee" That Assures Customer Satisfaction • Free Sales Helps

**ZORBIT means quick, extra-profitable sales for you.**  
Order your stock today from your WHIZ jobber!

## WHIZ MOTOR RYTHM

**AIDS QUICK STARTS** • Keeps Oil Free Running • Cleans Out Carbon and Sludge • Cuts Repair Bills • Increases Mileage • For Many Years the Popular "Tune-up" Chemical • Free Display Material Helps You Sell

**MOTOR RYTHM will bring you a steady, repeat business—the year around.** Sell it for quick starts or smooth engine performance—it's a fast moving, extra profit item.

**Order Now For Continued Cold Weather Business!**

**R. M. Hollingshead Corporation**  
Camden 2, New Jersey • Canadian Offices: Toronto  
Warehouses: Dallas, San Francisco, Chicago



**for  
positive  
"seal-ability"  
use  
form-a-gasket  
on  
all  
assemblies**



- Form-A-Gasket No. 1, Fast Drying Paste...Hard Setting
- Form-A-Gasket No. 2, Non-Hardening Paste...Stays Pliable
- Aviation Form-A-Gasket No. 3, Brushable...Remains Tacky

**PERMATEX COMPANY, INC., BROOKLYN 35, N. Y.**

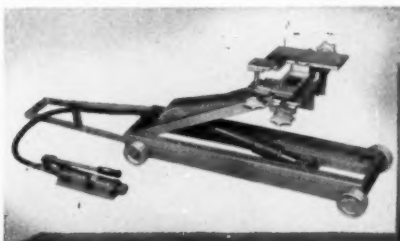


# Perfect Set-Up for Handling Automatic Transmissions!

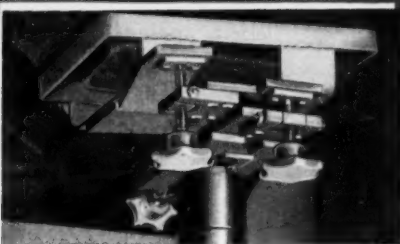
**KENT-MOORE HYDRAULIC HOISTS GIVE YOU GREATER SAFETY IN USE PLUS SMOOTH, EFFICIENT ONE-MAN OPERATION!**

Amazing how easy, how profitable it is to remove and replace automatic transmissions with the Kent-Moore Hydraulic Hoists. For these outstanding pieces of proven service equipment are designed and built by specialists to give you the fast, efficient one-man operation you've been looking for. They save mechanic's time, improve service efficiency, provide greater ease and safety in use. Yes, SAFETY! No manual lifting and lugging . . . no strains or sprains. No danger of dropping and damaging transmissions . . . no chance of injuring service personnel!

**MODEL "63"**—Designed for use with two-post car lifts, this rugged durable hoist is equipped with free-rolling caster type wheels for easy, accurate positioning under the transmission . . . double acting hydraulic pump for effortless lifting and lowering . . . plus a special rotating platform that permits lateral adjustments as well as tilting forward, backward and sideways to facilitate removal and replacement operations.



**MODEL "27"**—For use with car stands, chain falls, etc., wherever two-post car lift facilities are not available, this alternate transmission hoist features sturdy, rugged construction . . . ease, speed and safety in operation . . . plus special rotating tilt platform.



Write for complete information today!

## Kent-Moore

ORGANIZATION, INC.

3-102 General Motors Building • Detroit 2, Michigan

Engineers and Manufacturers of Special Automotive Service Tools and Equipment

## SPECIAL ADAPTERS PREVENT LOAD SHIFTING!

These special adapters are designed to hold their respective Transmission securely, prevent load shifting, eliminate damage to oil pan, provide greater

safety during removal and replacement operations. Available for Hydra-Matic, Dynaflo, Ultramatic and Studebaker Automatic Transmissions.



# Where Performance Counts ...

## use **PACKARD** **AUTOMOTIVE CABLE**

Top performance over the miles and over the years. That is the record of Packard automotive cable. And it is a record made even more impressive by the fact that Packard automotive cable is used as original equipment on more cars, trucks and buses than any other make.

Moreover, Packard cable permits complete wiring standardization. For example Packard 440 and Lac-Kard high tension cables are designed to meet the requirements of all vehicles ... designed to deliver superior performance in every make and model vehicle on the road.

Where performance counts, use Packard automotive cable—the cable that sets the standards by which all other cables are judged.



# Packard

REG. U.S. PAT. OFF.

TRADE MARK

Packard Electric Division, General Motors Corporation  
Warren, Ohio

**FOREMOST BUILDER OF  
AUTOMOTIVE AND AVIATION WIRING**

### PACKARD PETE SAYS ...

Whatever your automotive cable requirements, Packard cable fills the bill. Packard low tension cable with amazing "249 compound" insulation lasts longer, won't support combustion. Packard high tension cables come in spools or packaged in sets ready for instant use. And Packard battery cables offer a choice of LeadAlloy or leaded brass terminals. All offer outstanding performance, endurance and dependability.

**START  
THE NEW YEAR  
the PERFECT WAY**



**PERFECT**

**WHEEL  
WEIGHTS**



**The wheel weight that  
lives up to its name**

• **"U" TYPE**—A favorite in the industry. Fits ALL rims having factory trim rings except late model Cadillacs.

• **"C" TYPE**—The "C" type weight (new style) in six sizes will give most satisfactory results on passenger cars with "K" or "L" type rims.

• **"SPECIAL" TYPE**—Made for late model Cadillacs with hub caps covering entire wheel. 6 sizes.



**PERFECT EQUIPMENT CORP.**

804 W. Morgan St.

KOKOMO, IND.

P.O. Box 706



Manufacturers of Wheel Weights for Trucks and Passenger Cars



I'm  
challenging  
everybody to try  
**BENIUM\***

**IT KNOCKS OUT  
SALES RESISTANCE  
EVERY TIME**

All you have to do is stock up on these two profitable Eclipse products. Then tell your customers about **Benium**, the amazing ingredient that fights destructive friction heat, bringing cool, smooth stops and longer road life. Your cash register will ring up the rest of the story. And in addition, every sale will give you another salesman spreading the good word about **Benium**. So, get in touch with your jobber today. He'll be glad to give you all the details on these two great products.

**BENIUM\*** Heat-resisting material is the secret ingredient developed by the Marshall-Eclipse Division of Bendix and used exclusively in Eclipse brake linings and heavy-duty brake blocks.

## **Eclipse**

**BRAKE LININGS and BLOCKS**

PRODUCTS OF **Bendix**  
**Greatest Name in Braking!**

MARSHALL-ECLIPSE DIVISION OF  
TROY, NEW YORK



Export Sales: Bendix International Division, 72 Fifth Avenue, New York 11, N. Y.



THE RECOGNIZED AND ACCEPTED LEADER IN THE TRAILER CONNECTOR FIELD

## COLE-HERSEE

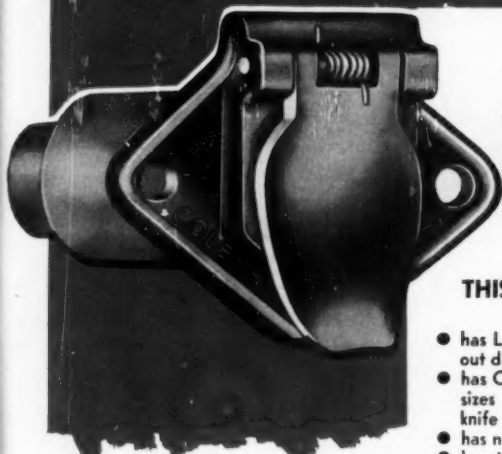
PROUDLY INTRODUCES THE

### "FLAP-LOCK" TRAILER CONNECTOR, "ATA" STANDARDIZED 7 POINT TRAILER CONNECTOR AND NEW "GRIP-PLUGS."

DESIGNED TO EXACT A.T.A. SPECIFICATIONS.

ENGINEERED AND MANUFACTURED BY COLE-HERSEE—

A CONCERN WHICH OCCUPIES AN ENVIABLE POSITION FOR  
QUALITY, RELIABILITY, PERFORMANCE AND SERVICE IN THE  
MANUFACTURE OF ELECTRICAL EQUIPMENT FOR THE MOTOR  
INDUSTRY.



#### THIS NEW HEAVY DUTY COLE-HERSEE TRAILER CONNECTOR

- has Locking Flap with automatic release that lets go without damaging flap if trucker fails to uncouple.
- has Collar type Wire Clamp — grips wide range of cable sizes and has the exclusive Cole-Hersee split, tapered knife gripping strain relief.
- has non-destructible and non-corrosive plug.
- has terminals in both plug and socket color coded.
- has terminals made of special bronze alloy for perfect electrical connection — minimizes voltage drop.
- has tunnel shaped guide between cover and socket automatically pre-aligns plug for easy one-handed assembly into flange socket under the most difficult terminal or road conditions.
- has more than 40 years experience and reputation behind it.



YOU CAN RELY ON COLE-HERSEE  
A NAME BUILT ON QUALITY

CONSISTENTLY BETTER PRODUCTS FOR THE AUTOMOTIVE INDUSTRY

## COLE HERSEE CO.

20 OLD COLONY AVE.  
BOSTON 27, MASS.



**NO "SECOND BESTS"**

**FOR THE SKI-CHAMP!**

Imagine a champion skier putting up with anything less than the finest in skis! He knows that a broken ski can mean a broken leg instead of a broken record.

It is equally hard to imagine a real mechanic putting up with less than the finest in tools. He knows that an inferior tool is an open bid for an injured hand or a spoiled job. No wonder you find Bonney Wrenches in the kits of so many top-notch mechanics.



*This is one of a series of spirited sporting scenes (in full color, without advertising) available on request. Write for your free set today.*

**"CHEAP TOOLS ARE FOR CHUMPS",** say the men who know best—America's finest mechanics. And they are strong for Bonney Wrenches. To them "Bonney" means lightness, strength, balance, precision . . . a good job in less time . . . with greater safety for man and materials.



**BONNEY FORGE & TOOL WORKS, ALLENTOWN, PENNSYLVANIA**



# All-American Eddie Scores 20 to 1 Win!

When a leading prizefighter quits the game and tosses his hat into the sales ring, you'd expect things to happen. And they did. Here's the story...

In the early 1920's, Eddie's battling fists carried him up to a top spot among recognized contenders for the lightweight championship of the world. He mixed leather with the top fighters of the day, and dreams of buckling the diamond-studded world champ's belt around his waist were not out of reach.

Today the name that might have made fistic headlines stretches across the spacious top of one of the finest De Soto-Plymouth dealerships in America. Hardly a month passes that a sponsored activity isn't in full swing—the Aero-Model Club—the Juvenile Golf Tourney—the Motor Speedway for kids 6 to 16—and many others. The hard work put into these activities has helped build a thriving sales and service business.

How Eddie switched from clenching fists to clinching sales involves an odd "twist." Eddie took a fall in the ring, twisted his ankle severely. Right then his wife was



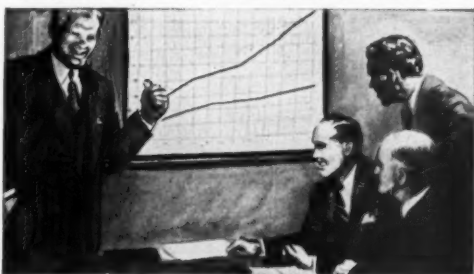
expecting a child, and Eddie figured he'd better quit the ring. He couldn't see the ring as a future for a married man and family head.

So, when a friend offered him a job selling cars in a nearby suburb, Eddie grabbed the chance fast. He sailed into the new venture with all the steam he used to muster in the prize ring, gobbled up data and specification literature, pumped seasoned salesmen for all they knew, and set his sights on a new championship goal—the regional sales crown. Always quick with facts and figures, Eddie one day astounded the president of a great corporation with his data-laden comparison of the Chrysler Imperial limousine against competition. The president challenged his facts good-naturedly, said the sale depended on his accuracy. They got out the data books, and Eddie's memory hadn't failed him. That day he made a cus-



tomor for life and wrote up a \$12,000 sale for two cars!

Eddie's selling ability soon won him a dealership for De Soto and Plymouth in his home territory. He set a blistering sales pace year after year, parlayed his initial year's "25-cars-sold" to 500—a 20-to-1 increase, and won from fellow dealers the nickname, "All-American Eddie."



And the man who jilted Dame Fortune at ringside to meet and win her later along Automobile Row, has plenty to say on the subject of opportunity.

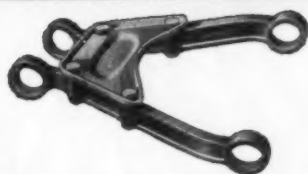
"Take it from me—anyone who wants a happy, prosperous living, and is willing to work for it, has an unlimited opportunity in the automobile business. I sure found it with De Soto and Plymouth."

Write for our free booklet containing a number of these stories of accomplishments by enterprising men, Chrysler Corporation, 341 Massachusetts Ave., Highland Park 3, Mich



## Chrysler Corporation

PLYMOUTH • DODGE • DE SOTO • CHRYSLER • DODGE "Job-Rated" TRUCKS  
Fine Cars of Great Value



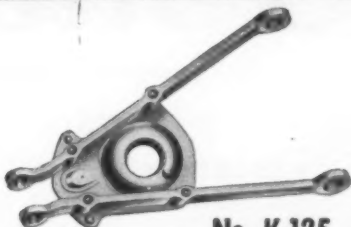
**No. K-600 UPPER CONTROL ARM**  
for 1949-50 Chevrolet



**No. K-131 "STA-TITE" PIVOT SHAFT KIT**  
for 1949-50 Chevrolet

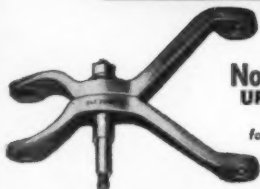


**No. 808 IDLER ARM BRACKET**  
for 1949-50 Ford



**No. K-125 UNIVERSAL LOWER CONTROL ARM ASSEMBLY**  
for 1939-49 Oldsmobile - Pontiac

**YOU CAN ONLY GET THESE  
THROUGH MOOG**



**Nos. K-762 & K-763  
UPPER CONTROL ARMS**  
for 1940 Chrysler - DeSoto  
for 1939-40 Dodge - Plymouth



**Nos. 514-516-327 & 336  
"STAY TIGHT" IDLER ARMS**



**M**oog designs and makes a part to do a better job than the one it replaces. These developments by Moog Coil Action engineers have met wide acclaim from wheel alignment specialists. They recognize the time-saving installation features and the improved performance qualities. Remember, you can only get these exclusive Moog Replacement Parts thru Moog Distributors. Be front-end wise — get action with Moog Coil Action! Write for catalog, Dept. F

**MOOG  
COIL ACTION  
PARTS**



**MOOG INDUSTRIES, INC. ST. LOUIS 14, MO.**

Divisions:  
MOOG COIL ACTION PARTS CO.  
MOOG PISTON RING COMPANY  
ST. LOUIS SPRING COMPANY



1950 M. L. L.



# *This line is*



## **RESISTOR**

Offers car owners new advantages found only in automotive type spark plugs with built-in resistors. Original equipment on many leading makes of America's finest cars.



## **STANDARD**

Ignition engineered by ignition engineers for unsurpassed performance... Specified as original factory equipment by leading manufacturers of cars, trucks and tractors.



## **TRANSPORT**

Rugged construction and aircraft type insulator combine to give lower cost per mile of spark plug operation... built to take it... another Auto-Lite original factory product.

## **AUTO-LITE SPARK PLUGS**

This line is unmatched... and Auto-Lite is the best advertised name in the automotive after-market. Only Auto-Lite offers dealers the top-rated "Suspense!" show on radio every week and TV every week...

the famous "spark plugs look alike, too" campaign in national magazines and newspapers... promotion program for dealers and jobbers... all designed for greater sales. Ask your jobber's salesman, or write to

THE ELECTRIC AUTO-LITE COMPANY

Toledo 1, Ohio

Merchandising Division

Toronto, Ontario

TUNE IN "SUSPENSE!"...CBS RADIO THURSDAYS...CBS TELEVISION TUESDAYS

# **AUTO-LITE**

# unmatched...

## AUTO-LITE *Bull's-Eye*

### LAMPS

The new Auto-Lite Bull's Eye Lamp concentrates the stray light into the main driving beam. Factory focused. Sealed under 9,000 pounds per square inch pressure. This new lamp will operate even when lens is cracked or broken. Offers you advantages for more sales. Original factory equipment on many leading cars.

THE  
*Bull's-Eye*  
MAKES THE  
DIFFERENCE



## AUTO-LITE Silver Line

### CABLE

The new Silver Line is a complete line—featuring silver sheath Steelductor Spark Plug Wire, Flexstrand Primary Wire and battery cable with the new power-line terminal that holds tight. Top quality. Beautifully packaged to sell on sight.



\**The Best Advertised Name in the Automotive After Market*

THIS BRILLIANT NEW



New Britain RATCHET REALLY

**CLICKS**



SET NO. 6050

This 50 piece New Britain Utility Tool Set includes both  $\frac{1}{4}$ " and  $\frac{1}{2}$ " Drive Sockets and Drive Parts together with most used Flat Wrenches and Screw Drivers.

There are many New Britain Tools with the soundness, quality and all 'round utility that excite admiration among mechanics . . . but this new Ratchet is so beautifully engineered, so tough, so sweetly balanced that one feel of it — and you're sold! It has everything . . . rugged strength, comfortable grip, triple plate, chrome finish and a s-m-o-o-t-h action that whips through work like a dream . . . in short — this New Britain Ratchet CLICKS, and how!

Check with your Jobber. He has this brilliant new Ratchet in  $\frac{1}{4}$ " —  $\frac{3}{8}$ " and  $\frac{1}{2}$ " Drive and a complete Line of New Britain Tools to go with it. So, no matter which New Britain Tool you need . . . remember it's no further away from you than your telephone. When you need a Tool — and, you *do* need this new Ratchet — PHONE YOUR JOBBER! The New Britain Machine Co., New Britain, Conn.



**New Britain**

GREATER STRENGTH • BETTER FIT **HAND TOOLS**

# Sell 'em the pistons you'd pick for your own car



LOOK FOR  
**ALCOA**  
**LO-EX**



**when you stock replacement pistons**

**CAST BY ALCOA  
FOR PISTONS OF EVERY TYPE**



T-SLOT



TRANS-SLOT



STRUT



TRUNK TYPE

One way to keep customers happy—and loyal—is to give their cars the same care you give your own. You do just that every time you install pistons of genuine ALCOA LO-EX! Engines run cooler, quieter—use less fuel. Full compression at all temperatures, thanks to low-expansion alloy and accurate piston design.

Always stock aluminum alloy pistons marked ALCOA LO-EX—cast by Alcoa, finished by expert piston makers. ALUMINUM COMPANY OF AMERICA, 1853A Gulf Building, Pittsburgh 19, Pennsylvania.

**MORE HAUL PER OVERHAUL!**

# Give your customers



You can depend upon Wagner quality because Wagner products are used as original equipment by automobile, truck and trailer manufacturers. Ask your jobber, or write us for free Catalog AU-500.

BU-2



# Wagner

LOCKHEED HYDRAULIC BRAKE PARTS and FLUID • NoRol • CoMaX BRAKE LINING • AIR BRAKES

# the best of brakes...

## WAGNER CoMaX BRAKE LINING is unsurpassed for quick, safe, smooth stops!

Take a tip from men who know — high speed driving and congested traffic conditions in 1951 substantiate the friendly suggestion — "give your customers the best of brakes."

Wagner CoMaX Brake Lining has a uniform texture that assures the same type of brake surface always being exposed to the drum — con-

tributing to smooth, even deceleration.

This proven product is non-compressible — It won't swell — is age-proof — contains no abrasive materials — is easy on drums. It will pay you to standardize on this *complete* line. Available in sets, blocks, rolls, slabs and cut segments.

...and all from **ONE** source..... your Wagner jobber....



### WAGNER LOCKHEED HYDRAULIC BRAKE FLUID

—is an all season fluid that functions under all driving temperatures... Recommended for all cars and trucks... Mixes with other approved fluids. Surpasses S. A. E. standards.



### WAGNER LOCKHEED HYDRAULIC BRAKE PARTS

—a complete line, covering all makes of cars and trucks, including seldom used, slow-moving parts not easily obtainable elsewhere.

### Wagner Electric Corporation

6362 Plymouth Ave., St. Louis 14, Mo.

(Branches in Principal Cities and in Canada)

...the best known  
name in brake service

Please send me the latest Bulletins on  
Hydraulic Brake Servicing—HU-17H, HU-197.

NAME \_\_\_\_\_

FIRM NAME \_\_\_\_\_

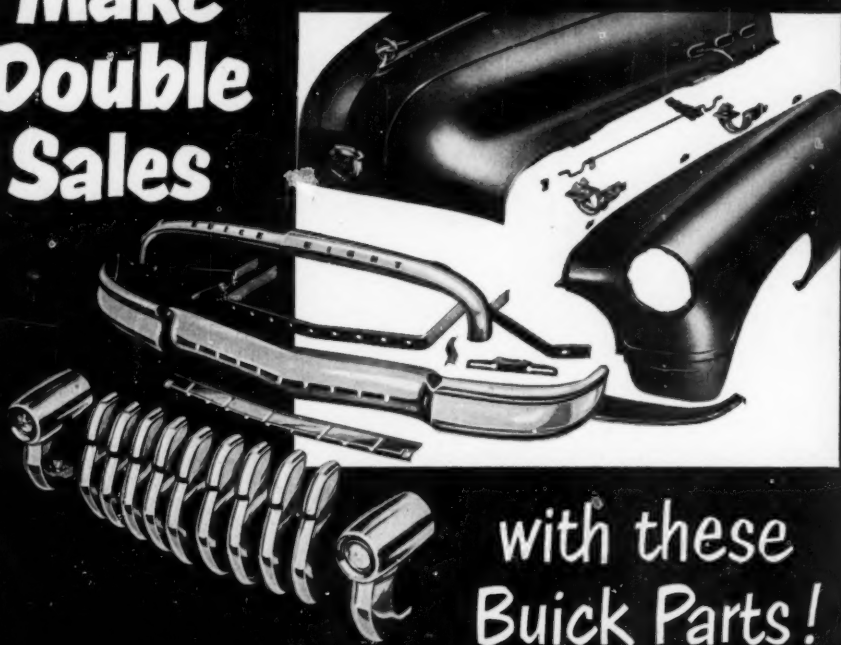
ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

ZONE \_\_\_\_\_ STATE \_\_\_\_\_



# Make Double Sales



with these  
Buick Parts!

**N**EXT time you have a Buick body job in your shop, remember there's an easy way to do it faster—and make two profits instead of one.

Why spend a lot of time bumping out, straightening, soldering, filing, grinding and lining up—then bill for your labor alone?

Instead, you can remove the damaged part, put a new one on—and make a profit on both labor and parts. It's quicker. It gives the owner a better job. It lets you handle more jobs per day in the same

space. And you've made two sales instead of one!

Get your Buick sheet metal or body parts from your Buick dealer—his prices are right at the competitive level, and there's a full discount to the trade.

Matter of fact—you'll do better every time if you make the Buick dealer your first point of call for all Buick parts, every time. You'll find—

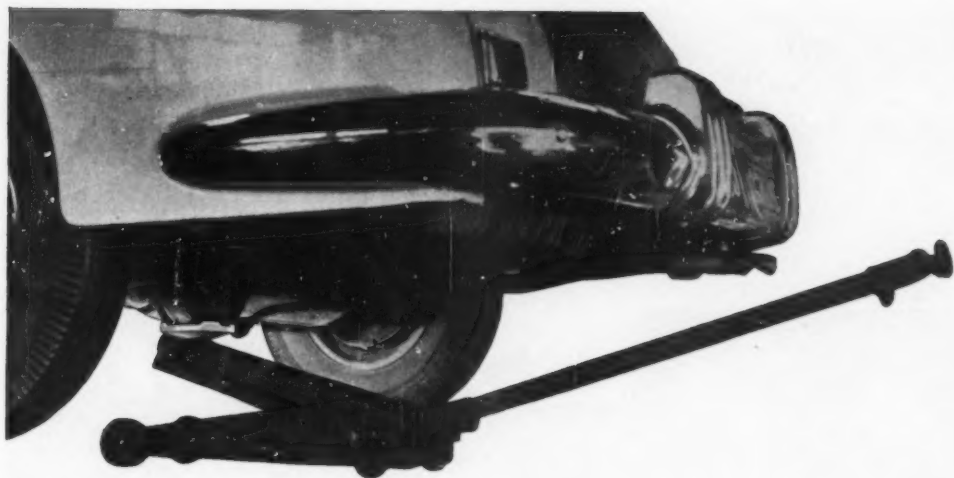
- Low competitive prices • Full trade discount
- Complete line of parts • Helpful information
- Handy one-stop service

Do a quicker  
better job—



with Buick parts

See your Buick dealer



*Long overhangs are no problem....*

## HEIN-WERNER model "K" HYDRAULIC SERVICE JACK

- Handles new model cars with long overhang, as well as older cars. . . . Handle operates throughout 90° stroke.
- Easy to maneuver . . . Easy to spot — has white swivel saddle and swivel wheels . . . Easy to operate — even in close quarters.
- Lifts to 24" — the only 2-ton hydraulic service jack with this important advantage.

HEIN-WERNER manufactures Bumper-Lift Hydraulic Jacks for passenger cars . . . Under-Axle Jacks for trucks and buses . . . Cylinder Sleeve Pullers . . . H-W Push and Pull Hydraulic Jacks for body, frame and fender work . . . Swift-Lift and Service Jacks for shop use. Ask your jobber, or write us for details.



**HEIN-WERNER CORPORATION • WAUKESHA • WIS.**

SOUTHERN AUTOMOTIVE JOURNAL for JANUARY, 1951

for all of your  
engine bearing needs.....



the red and black  
Federal-Mogul package  
is your guide to quality!

For top-notch engine bearing jobs, ask for the red-and-black Federal-Mogul package of quality! From the complete Federal-Mogul line of more than 7,000 available items, you get complete engine bearing service. Precision insert bearings — main, connecting rod or cam . . . reconditioned connecting rods . . . rebabbitted rods . . . or the bolts and nuts, shims and bushings for servicing the rods. Ask your Federal-Mogul jobber!



**FEDERAL-MOGUL SERVICE**  
(Division of Federal-Mogul Corporation)  
DETROIT 13, MICHIGAN



# Lincoln

## LUBRICATING EQUIPMENT

*Saves Time  
Increases Profits*

"To be successful, a Car Dealer must be equipped to satisfy the public's demand for faster, more efficient service. For that reason, we completely modernized our lubrication department by installing Lincoln Lubricating Equipment.

"This ultra-modern equipment has met our highest expectations. Customers, new and old,

are greatly impressed with its smart, business-like appearance.

"The service outlets, centralized in the Lubreel cabinets between the lifts, save our operators time and steps, permitting them to service four cars simultaneously.

"Getting more cars on the lifts per day means more profitable service volume, more satisfied customers, and more sales of related services and accessories."

Louis F. Marsh, Service Mgr.  
Capital Automobile Co.  
Atlanta, Ga.

**Increase Your Service Sales Volume and Profit with . . .**

For sales information on Lincoln Lubricating Equipment, ask your Lincoln Wholesaler or write direct.

### LINCOLN

LINCOLN ENGINEERING COMPANY

21110, Maryland Parkway, St. Louis, Mo.

### Lincoln

*Self-Engineered*  
**LUBRICATING  
EQUIPMENT**

**INSURES** Dependable Performance  
**ASSURES** Fast, Easy Operation  
**PROVIDES** Trouble-Free Service  
**BUILDS** Customer Confidence  
**GUARANTEED** by Over 25 Years of Dependable Performance

# There's nothing like



THE *Bull's-Eye*  
MAKES THE  
DIFFERENCE...

SEALED BEAM

AUTO. (AL) LITE

*Original  
Equipment on many  
makes of America's  
Finest Cars...*

BULL'S EYE concentrates stray light  
into main driving beam



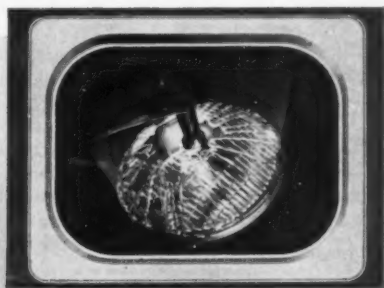
# the "Bull's-Eye!"

## NEW AUTO-LITE

### Bull's-Eye

METAL BACK SEALED BEAM LAMP

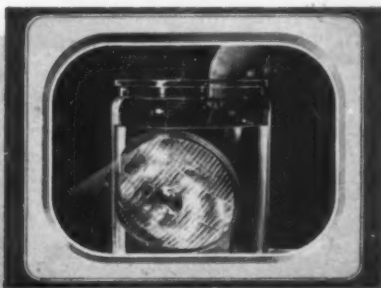
Guaranteed to Burn Even When Lens Is Cracked or Broken



#### *Crack Demonstration*

When the Auto-Lite Bull's Eye and a widely sold competitive lamp are demonstrated by breaking the lens with a hammer . . . the competitive lamp burns out . . . the Auto-Lite Bull's Eye continues to give light.

ONLY A LIGHT made with the metal back principle used in the new Auto-Lite Bull's Eye can equal the advantages of the Auto-Lite Bull's Eye Sealed Beam Lamp. The Auto-Lite passing beam illuminates the shoulder of the road for greater safety.



#### *Water Demonstration*

Auto-Lite Bull's Eye burns when completely submerged . . . because it has been sealed under 9,000 lbs. per square inch pressure to exclude moisture and dust and maintain full candle power throughout lamp life.

The new Bull's Eye concentrates stray light into main driving beam. There's nothing like the Bull's Eye for making customers and building sales.

THE ELECTRIC AUTO-LITE COMPANY

Tulado 1, Ohio

*Merchandising Division*

Toronto, Ontario



NATIONALLY ADVERTISED ON RADIO,  
TELEVISION AND IN MAGAZINES

Your customers will be seeing and hearing about the new Auto-Lite Bull's Eye Lamp on the great Auto-Lite "Suspense!" show broadcast every week on radio and TV—and in powerful Time and Saturday Evening Post advertisements. Be ready for sales and profits—call your Auto-Lite jobber today for your supply!



**WE'LL HELP YOU SELL**  
**AMERICA'S FASTEST SELLING UNDERBODY COATING**

**Why** YOUR CAR NEEDS  
**LION Nōkōrōde**  
 UNDER-CAR SEALER AND SILENCER



**Nōkōrōde Muffles Noises...Protects Against Rust**

Only Nōkōrōde Contains **Silent-Tite\***



\*As important as making Nōkōrōde more cohesive, more adhesive, more dense, and a better sound insulator.  
 It's good-bye to annoying squeaks and rattles when Nōkōrōde "Nōkōrōde" the entire underbody of your car. And it's good-bye to rust and corrosion. With an opening for rust and corrosion to get a start.  
 For a really quiet ride... for real protection that lasts the life of your car... install an Lion Nōkōrōde—the superior under-car sealer and silencer.  
 Nōkōrōde is made from the finest selected asphalt by Lion Oil Company, one of the world's leading manufacturers of asphalt. Nōkōrōde is naturally black—no useless coloring matter added.

**Nōkōrōde is Guaranteed by**  
**LION OIL COMPANY**

Made Under the Process of U.S. Patent No. 2,393,774

**IT'S GUARANTEED!**

WRITE, wire or phone Lion Oil Company today for Lion's complete, backed-by-advertising plan. It can bring you extra profits... in a hurry.

Nokorode sprays on thinner and dries faster because it is made in concentrated form. Actually, Nokorode forms a much tougher, more adhesive coating than other products which are applied two or three times thicker... so, with Nokorode, you save up to 1/2 your material cost per job! You profit more... because you use less material, yet get the job done faster, better and at lower cost. (Nokorode can be applied as thick as is recommended for competitive products, but

it's not at all necessary.)

Why is Nokorode superior? Lion's patented process makes Nokorode more adhesive, more cohesive, more dense, and a better sound insulator.

Made from the finest selected asphalt by Lion Oil Company, one of the world's leading manufacturers of asphalt. Nokorode is naturally black—no useless coloring matter added.

with  
 ADS  
 LIKE  
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**IN THE**  
 SATURDAY EVENING  
**Post**  
 and  
**TIME**

Full page advertisements like these in The Saturday Evening Post and Time pre-sell Nokorode to your customers... help you sell more Nokorode... make extra profits... faster!

**LION OIL COMPANY, El Dorado, Arkansas**

# STOCK THE JACK THAT SELLS ITSELF!

## THE SAGINAW RECIRCULATING-BALL BUMPER JACK—FITS ANY CAR—UNEXCELLED FOR QUALITY, SAFETY, EASE OF USE

All work and no play makes this jack a swell buy. Best of all, your customers *know* it the minute they *see* it operate.

This Saginaw Recirculating-Ball Bumper Jack is the safest, sturdiest bumper jack ever built. Check these features against any other jack your customers might have:

**STRONG**—pressed steel frame—solid—rugged. Sturdy, rigid base.

**SAFE**—handle can't spin when car is being lowered.

**SMOOTH**—rolling balls mate screw to nut—continuously reduce friction.

Let your customers see it, try it; they'll buy it. Call your United Motors distributor now.

**A CHILD CAN OPERATE IT**  
Rolls up the weight easily.  
safely—can't slip.

**ALWAYS READY FOR USE**  
No fluid to leak—nothing to  
get out of order.

**TESTED AND PROVED PRINCIPLE**

The Saginaw Recirculating-Ball principle has been proved in over a quarter million bumper jacks and over a million automotive steering gears.



Saginaw Recirculating-Ball Bumper Jacks are available through United Motors distributors. Call yours today!

**Saginaw**  
PRODUCTS

**Saginaw**  
STEERING GEAR AND LINKAGES • TURN SIGNALS  
PROPELLER SHAFTS • TRANSMISSION CONTROLS



# *Your Partner in Service*



## *1 out of 4*



**Important facts  
for independent garage men**

You're sure of a large, continuing demand for the parts you obtain from your Chevrolet dealer—because more than one out of every four cars on the road today is a Chevrolet. Be prepared for this profitable service market. Order your supply of Genuine Chevrolet Parts today.



## *FOR YOUR BEST DEAL..*

*Your Chevrolet Dealer*  
**IS READY, WILLING  
AND ABLE  
TO SERVE YOU**

Your local Chevrolet dealer can help promote your business success two ways—and he's ready, willing and able to do it. He has a well-balanced stock of parts and a thorough knowledge of service problems. He invites you to draw on either of these assets any time, all the time. See him soon . . . you're always welcome to talk things over with your *partner in service*.

**DEAL WITH YOUR CHEVROLET DEALER**

At the show... we will show you the



1951 line of  
*Howard Zink*  
AUTO SEAT COVERS

You are going to be surprised and enthusiastic over the "luxury look" which we have built into your 1951 line of covers. The new fabrics have a richness of color and pattern beyond anything you have ever seen... and they include SARAN PLASTIC, PLASTIC COATED FIBRE and figured RAYON. Some styles are trimmed with SEAL-TUFT, the new stitchless quilted fabric.

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*Howard Zink*

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**AAMA**

New York City  
February 5-6-7-8

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Booth Nos. 120-121-122

**PLASTIC FABRICS**

Beautiful colors in both bold and neat patterns are available in woven saran plastic fabric.

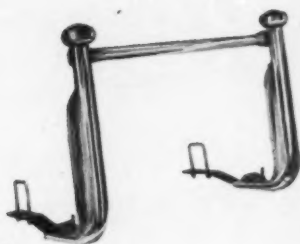
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Their lustrous satin-like beauty is offered in three most wanted solid colors: maroon, blue and green.

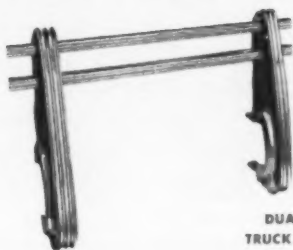
**PLASTIC COATED FIBRE FABRICS**

Smooth, dirt-resisting, easily cleaned fabrics in colorful patterns.

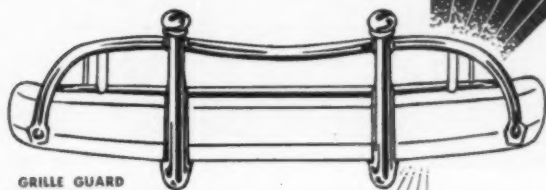
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Over 1,000,000  
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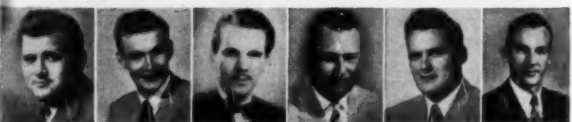
**Why HIRSIG  
Service Means  
Complete Service  
in the South**



## **for Manufacturers and Jobbers!**



Lawrence M. Hirsig   Mrs. Lawrence M. Hirsig   B. T. Brantley   B. W. (Larry) Hirsig



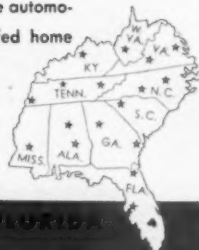
★ **IT'S EASY** to understand why Hirsig Service means complete service for manufacturers and jobbers in the South. A quick look at the Hirsig organization is all that is necessary. . . .

**AUTOMOTIVE EXPERIENCE . . .** Hirsig Service is complete because of the many years of automobile experience behind this organization . . . an average of over 13 years per man! These years of experience bring know-how to the creation and maintenance of the kind of service that builds business.

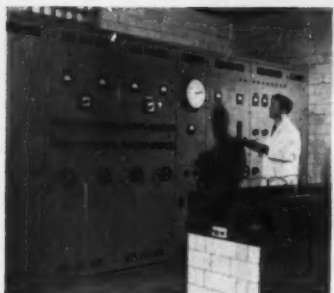
**SMALL TERRITORIES . . .** Hirsig men have small territories so they can make more frequent calls on their customers and serve them better. From headquarters in 17 Southern cities, information brought to customers on Hirsig lines is timely and complete.

**CAREFUL PLANNING . . .** The work of the Hirsig men in the field is planned and directed from Headquarters by men with long and successful experience in the automotive field. A fully staffed home

office promptly handles the necessary details as required by an efficient sales organization.



**LAWRENCE M. HIRSIG & CO. JACKSONVILLE 3, FLORIDA**



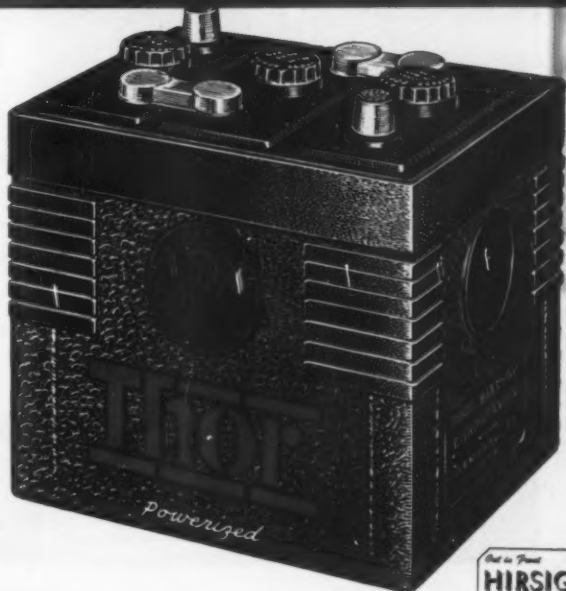
*Quality Control* insures

**FULL CAPACITY  
LONG LIFE  
DEPENDABILITY**

At every stage in manufacture . . . from raw materials to finished product . . . Thor Batteries are subjected to the most rigid laboratory control of quality. Each material is tested regularly to be sure that it uniformly meets our strict standards. Daily inspection of finished parts is a continuous check on accuracy in production. Completed batteries from each day's production are given exhaustive electrical tests, cold starting tests and vibration tests. This complete quality control of Thor production, in one of the finest laboratories in the industry, is your assurance of full capacity, long life and dependable performance of every Thor Battery you sell. Write for complete information on this quality line.

## **PRICE BATTERY CORPORATION**

Hamburg, Pa. Atlanta, Ga. Boston (Medford), Mass.





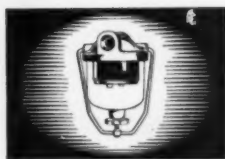
## Mean a Big Replacement Market

During the last 14 production years, as many AC Spark Plugs were used as original equipment in new cars as all other spark plug makes combined. AC's are the only spark plugs with CORALOX, the patented Insulator, that resists oxide coating, assures surer firing at every engine temperature, provides longer life.



### AC FLEXIBLE GASOLINE AND OIL LINES

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### AC GASOLINE STRAINERS AND ELEMENTS

Available in handsome Counter Merchandiser for attractive display and easier sales.



## Mean a Big Replacement Market

They're standard on Oldsmobile and Buick . . . factory approved for field installation on Chevrolet and Cadillac . . . available in types and sizes for all other makes. They offer the amazing new *Aluwac* Element—that has twice the dirt trapping capacity of the average element—for more than 80% of the big volume filter types.



AC Aluwac Oil Filter Element



## Mean a Big Replacement Market

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*There are no better fuel pumps.*



### AC AIR CLEANERS AND ELEMENTS

Heavy-duty cleaners; renewal elements. AC's used as equipment by 80% of car manufacturers.



### AC SPEEDOMETER CABLE-CASING ASSEMBLIES

Also supplied in tailor-made cables, or as bulk cable and casing, with parts.

There's

# PROFIT IN POWER BRAKING



*Make the Most of it!*

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### Gives You All These Advantages

You sell the Bendix® Hydrovac®, world's most famous and widely used power brake.

A complete line of vacuum power brakes and other vacuum controlled equipment.

Compact Bendix Repair and Installation Kits simplify stocking and service work—give you just what you need for every job.

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You are backed by the greatest name in braking.

\*REG. U.S. PAT. OFF.

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**SOUTH BEND**  
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These Bendix signs stand for good business and good business relations between factory, dealer and customer.

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Carburetors—  
Repair Kits



Original Equipment  
on most cars



Cold Immersion  
Parts Cleaner that  
saves time and money

Canadian Sales: Bendix-Eclipse of Canada, Ltd., Windsor, Ontario, Canada

**193 NEW DEALERS IN 90 DAYS!**

**Proof that**

**HUDSON**

**gives you a winning hand**



**Typical Showrooms of  
representative dealers who have  
recently joined Hudson**



**MOBERLY, MO.**



**SANTA BARBARA, CALIF.**



**GREAT NECK, I. I., NEW YORK**



**GALVESTON, TEXAS**



**MUNCIE, INDIANA**

Everywhere good dealers are going to Hudson!

193 new dealers signed with Hudson in 90 days! 54 of them previously represented competitive makes!

Yes, the big swing is to Hudson because the Hudson franchise opens the way for a sound business, steady profits. Dealers who know say it's the fairest, most liberal franchise in the business.

And here's what Hudson offers you—*now!*

The fabulous Hudson Hornet with its sensational new H-143 engine—the car with *performance unlimited!*

The Hudson Hornet is the star of Hudson's four rugged series for '51—including the lower-priced Pacemaker, renowned Super-Six, and luxurious Commodore for *blanket* market coverage.

And Hudson offers you the unequalled loyalty of more than 400,000 owners of "step-down" designed Hudsons.

Right now, there are Hudson dealer opportunities open in several areas for men who want action—and profits!

For complete information—write, wire, or phone C. A. J. Hadley, General Sales Manager, Hudson Motor Car Company, Detroit 14, Michigan—*today!*

**THE BILLY ROSE SHOW**  
Supports Hudson dealers weekly on  
coast-to-coast ABC-Television



**LESS FADE**

**LONGER WEAR**

**SOFT PEDAL**

you get *All 3* with...

# AMCO

*Safety Rated*  
**DELUXE SETS**

**PLUS Fewer Comebacks, Easier Installation,  
More Profits, Increased Customer Good Will!**

Class will tell, in brake lining sales, too! Tell your customers why *Safety Rated* AMCO DeLuxe Sets are better and safer, as pointed out in the chart at right. You'll sell 'em faster and easier! In addition, you will enjoy all the business-building, sales-increasing benefits that only a high-quality product like DeLuxe Sets can bring you.

Your profits, too, will take a turn for the better, because car owners gladly pay more for a *Safety Rated* brake job that assures them the Extra Safety Factor of LESS FADE and

LONGER WEAR without sacrificing the comfort of *soft-pedal* brake action.

When you offer DeLuxe Sets, you sell a brake lining that is *Safety Rated* by 25 years of original equipment service to America's great car and truck factories...*Safety Rated* by extensive engineering and field tests under the most trying operating conditions...*Safety Rated* under the latest Dry-Process manufacturing method, by which each segment is *precision-molded* in one of the country's most up-to-date brake lining plants...*Safety Rated* with the latest brake lining advancements, such as those pointed out at right, to help make DeLuxe Sets your best bet for complete customer, satisfaction and bigger brake lining profits.

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17  
**ANY WAY YOU MEASURE IT AMCO HAS THE EDGE!**

Asbestos Mfg. Co., Dept. A-9, Huntington, Indiana

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17  
**ANY WAY YOU MEASURE IT **AMCO** HAS THE EDGE!**

in engineered  
**DELUXE SETS** "custom-  
 made" for specific brake  
 requirements

A TOTAL OF

8

DIFFERENT  
 MATERIAL  
 COMBINATIONS

are used ... each with the correct friction  
 value ... each with specifically-developed  
 characteristics, such as: heat-resistance,  
 density, resilience, water-  
 resistance, etc.

**SHOW YOUR CUSTOMERS these REASONS WHY Specifically Engineered  
 Friction Combinations ARE ESSENTIAL to EFFICIENT, SAFE BRAKING ACTION!**

**RATIO of BRAKING AREA to  
 CAR WEIGHT Varies**



**SOME HYDRAULIC BRAKES  
 HAVE TWO BRAKE CYLIN-  
 DERS INSTEAD OF ONE, which  
 means that the amount of  
 wear on the heel and toe  
 of each segment is directly  
 inverted!**



→ INDICATES  
 MOST WEAR

**RATIO of Hydraulic Cylinder  
 Size Varies as to Brake Pedal  
 Leverage and Car Weight**



**PERCENTAGE of WORK allot-  
 ed to primary and secondary  
 shoe varies. For instance, the  
 primary shoe on a Hux-Cher-  
 rolter brake, 1 1/2" wide, does  
 85% of the work ... gets 85%  
 of the wear!**



**MECHANICAL and HYDRAU-  
 LIC BRAKES DIFFER in FRICTION  
 REQUIREMENTS. The '32  
 to '38 Ford mechanical brake,  
 for example, is best serviced  
 with high-friction lining,  
 whereas later models with  
 hydraulic brakes require dif-  
 ferent frictions.**



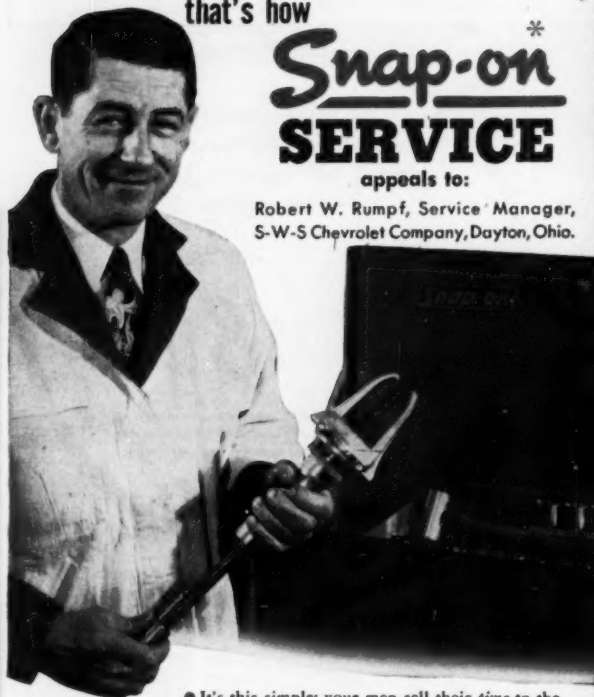
PP I've known and used  
Snap-on Tools for years  
... they're the kind it  
takes to do good work

that's how

**Snap-on**  
**SERVICE**

appeals to:

Robert W. Rumpf, Service Manager,  
S-W-S Chevrolet Company, Dayton, Ohio.



● It's this simple: your men sell their *time* to the shop. You sell shop-time to your customers. You know—every mechanic knows—a man can do more and better work with less sweat, when he's got the *right* tools. So he earns more. The shop makes more profit and more friends. This isn't just pretty "theory." Thousands of service shops—tens of thousands of mechanics—have boosted income 20 to 40 per cent after equipping with Snap-on Tools. They're engineered for the men who make a living with tools. Your Snap-on man brings these finest of tools into your shop... right to the bench... where a man can select and try them on the job. No guessing. No wasting time. For 30 years, Snap-on has offered "the time-saving way to buy time-saving tools." NEW 104-page catalog ready. Write for yours.



**SNAP-ON TOOLS  
CORPORATION**

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give Snap-on service  
COAST-TO-COAST



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# SOUTHERN AUTOMOTIVE JOURNAL

Covering Automotive Sales and Service

Vol. 31

JANUARY, 1951

No. 1

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MATERIALS • METHODS • SERVICE



Now that the big season for towing is here, the question is: Are you getting your share of this business?

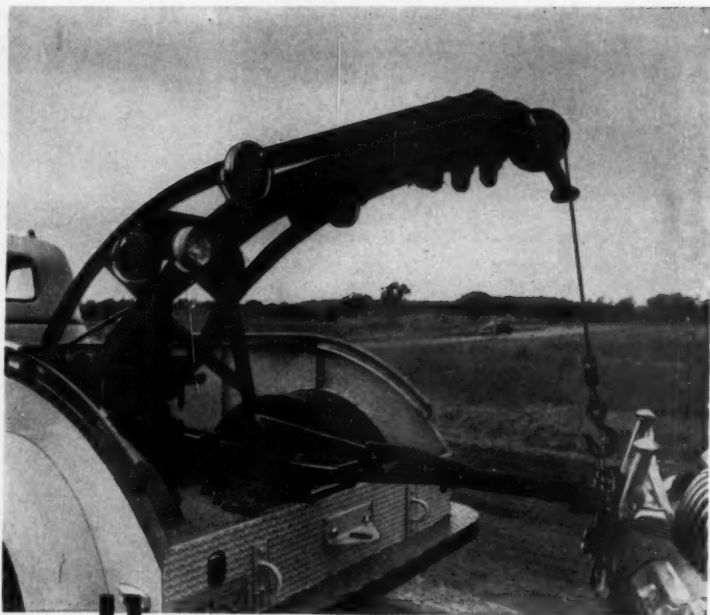
If you don't have towing equipment ready for action, you probably are overlooking a good bet. And if you're already pulling in business, it's worth considering whether additional and better equipment (Marquette Power Cranes, of course) will earn you even greater profits.

During the first bitter-cold day of the season, one Minnesota operator had 153 emergency service calls—and took care of them all with ONE Marquette-equipped rig. (No doubt about it, he's going to buy another, pronto!) A good share of these customers needed the in-the-shop service, too.

Yes, towing delivers PROFITS right into your shop—profits from body work, engine repairs, tune-up, the sale of batteries, tires, and accessories.

When you buy a Marquette Power Crane, you're making a smart long-range profit-making INVESTMENT. And remember that Marquette equipment helps you to give quick, efficient, dependable service. A reputation for good service is an asset that's worth plenty!

Any way you look at it, it will pay you to get the facts about Marquette Power Cranes. Make it a point to talk with operators who already are pulling in profitable business with Marquette equipment. Then, see your jobber!



# Here's business YOU can be pulling in!

Towing jobs usually give you the opportunity to earn a *two-way* profit—profit from the tow, and from in-the-shop service. Yes, with a Marquette Power Crane you're ready to *pull in* business!

Ruggedly built, powerful, speedy, and efficient . . . Marquette Cranes are easy to operate. The full-swivel boom head, with single boom construction, makes it easy to handle off-the-road wrecks.

And when you double-check the advantages—and the specifications—you'll be surprised at the low cost. Equip *now* with a Marquette Power Crane.

## MARQUETTE

REGISTERED U.S. PAT. OFFICE

## POWER CRANE

**MARQUETTE MANUFACTURING COMPANY, INC.**  
307 East Hennepin Avenue Minneapolis 14, Minnesota

---

## WILL THE BRIDGE HOLD?

---

**T**HE YEAR-END, traditionally, is a time for stock-taking. And, after checking the inventory records and the profit-and-loss statements, most business men devote some time after the first of the year to making plans for the months ahead.

That's going to be an extremely difficult problem, this January. Never in the experience of the present generation of business men has the future been so clouded with grave uncertainties; not even in January just nine years ago, the month immediately following Pearl Harbor. There's little to be gained by reading the year-end dissertations of business forecasters and economic soothsayers. All our thinking and planning must be colored by the international situation and military developments—which might be changed drastically before this page appears in print.

The only thing which seems certain, as one attempts to gaze into the crystal ball of 1951, is that we're headed back into a war economy. There must be greatly increased production of guns and tanks and planes and ammunition; and that means decreased production of automobiles and electrical appliances and building materials and hardware. It seems possible that merely by increasing the work week in industry from 40 to 48 hours, we might be able to take care of the 1951 military program while still maintaining our civilian economy at somewhere near its present level. But since that is not politically feasible, we must expect some curtailment in supplies of civilian goods during the year ahead.

In large part, production difficulties in durable goods industries will be due to shortages of certain critical materials, such as tin, zinc, copper, nickel and aluminum. These shortages result primarily from government stockpiling. For instance, at the year-end the government's stockpile of zinc had been built up to around a half-million tons; while for lack of zinc, steel producers were being forced to curtail their output of galvanized products.

Our economic planners in Washington are expected to urge the substitution of other materials for those in short supply, in the hope that we may have both the rearmament program and continued large production of civilian goods. But substitution

is not always feasible; nor will that take care of the manpower shortage as more men are drawn into military service.

Much of the present confusion is due to uncertainties as to the military program; for as 1950 draws to a close it seems that Washington itself has not yet determined what that program should be. But irrespective of the speed of rearmament, it is not likely that we need fear serious shortages of most civilian products during the early part of 1951, as several months will be required for the military program to crystallize into definite production schedules.

With respect to steel, for instance, present estimates are that the military program will not require, for the first half of the year, more than 10% of our total production. Yet, it will entail serious shortages of some classes of steel products, such as sheets.

As the new year starts, we are moving rapidly toward a regimented economy—price and wage controls, directives, allocations, limitation orders, inventory controls, NPA, OPA, amendments, interpretations, explanations—and endless confusion as thousands of new federal employees take over the complex problem of developing and enforcing these controls.

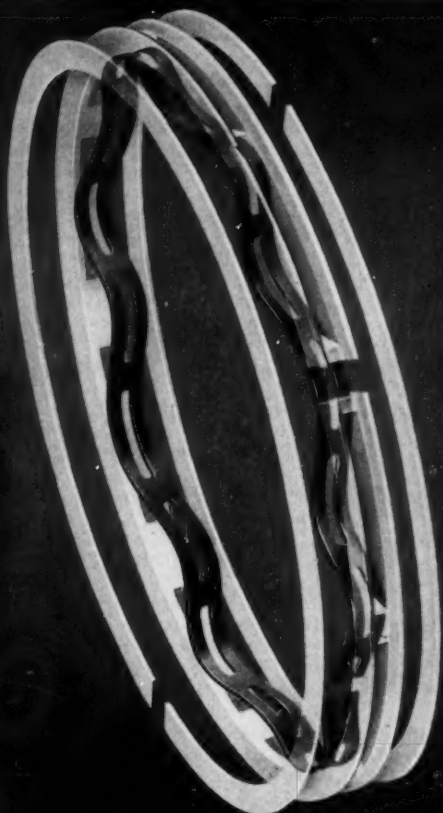
Government may try to impose more and stricter controls over business than are really necessary; that may be expected, since there is tremendous political pressure for more and more government regulations.

It will be our patriotic duty to abide by these regulations and do everything we can to help a shrinking civilian economy back up an expanding military machine. But we also have the obligation to help maintain our American system of free, competitive business enterprise. We must do what we can to keep it free from unnecessary controls. We should remember that a free America is a strong America; that our ability to challenge communism is due to the fact that we have not been a regimented people.

As we gaze into the clouded crystal ball, one grave uncertainty is whether our free enterprise system will again stand up under the strain of a great military program.



# Sealed Power Piston Rings



**Sealed Power**  
**MD-50 STEEL OIL RING**  
*The only ring with the Full-Flow Spring*  
Best for Oil Control even in  
**BADLY TAPERED and**  
**OUT-OF-ROUND BORES**



SEALED POWER CORPORATION, MUSKEGON, MICHIGAN

## Sealed Power Piston Rings

BEST IN NEW CARS

BEST IN OLD CARS



**Sealed Power**  
**CHROME-FACED**  
RINGS  
For Triple Mileage

THE LATEST SCIENTIFIC  
DEVELOPMENT TO COMBAT HEAT,  
FRICTION, CORROSION, ABRASION



# SPOTLIGHTING the NEWS

**Finally 8,000,000!** The industry finally made it to the 8,000,000 mark in producing cars and trucks in 1950. The best available figures at press time indicated that the totals would be 6,650,000 cars and 1,350,000 trucks for a total of 8,000,000. This compared with the record output of 6,250,000 cars and trucks in 1949. Production in 1951 will be shaved sharply, some factory executives saying — not for quotation — that they anticipated slashes as drastic as 50 per cent from the '50 total even if full-scale war isn't declared.

**A way to sell** is being pointed up in a plan inaugurated by ten merchants at Gainesville, Ga., a year ago. Non-competing firms joined in the program in which a very attractive baby book is presented to the parents of new arrivals in Hall County. Leafed into the book are gifts by the firms. Sawyer-Wommack Motors, Inc., includes a free wash job — for the car, that is. President R. W. Wommack estimates the cost to his company thusfar at \$150, resulting from about 50 cents contribution for each book plus the small cost for the washes. On the other side of the ledger, he said, "We have sold four new Dodges or Plymouths and over a dozen used cars as a direct result."

**Man power** is steadily growing as the biggest headache for automotive men everywhere. New Orleans and Atlanta newspapers have been carrying ads in which Kansas City industries have been seeking skilled mechanics. Defense plants, with their high scales and probably abundant overtime, will draw progressively more on the available supply. Get older men who appreciate the security of a job with good pay and then do everything along the line of good-will activities you can do for them. That's what half a dozen Southern dealers and garagemen said they were doing to meet the situation. But, of course, the big task there is to find enough "older" men.

**Figure it out!** Johnnie would have trouble in the seventh grade trying to fig-

ure out the reason for this kind of arithmetic: The federal government ordered car factories to roll back prices to December 1. Slightly-higher prices on '51 models had been earlier announced by most factories since most materials prices had gone up during 1950, such as steel seven per cent, aluminum 11.8, nickel 20, copper 32.4, lead 41.7, cotton 44.6, tin 66.9, zinc 68.5, wool 72.4 and rubber 300 per cent. Yet the government on December 6 raised the price of synthetic rubber 12 per cent on one grade and 32 per cent on another. The government controls the production and distribution of synthetic rubber. The whole situation has only added to the current confusion.

## Watch anti-freeze!

Most Southern dealers include a gallon of permanent-type anti-freeze in cars at delivery time. Most times that's ample. But a lot of service managers got into a mess of trouble a few weeks ago when the mercury shrank close to zero in the Deep South. At Atlanta it dipped to 3.6°. Widows, non-mechanically-minded men and even one veteran Southeastern manager for a well-known parts manufacturer were caught with inadequately-protected cooling systems. Most of these owners wanted to know why sufficient anti-freeze wasn't poured in originally.

For some dealers it was pretty tough getting out of the situation, as few customers like the idea of paying out for radiator repairs. "A lot of people will hit the ceiling if we try to sell that fifth quart of anti-freeze," said one service manager. But because he had had so many kicks after that sharp freeze, he hopes to promote the idea.

**Overhead** is a cost-of-operation factor that's causing more and more head-scratching. A Richmond, Va., jobber gave this example: In 1941 his office workers averaged one to every 15 personnel elsewhere in the organization. In 1947 this had increased to one to every eight employees. Now he has one office worker for every six employees, and that's despite the fact he's using a streamlined posting machine that saves time.



"Taxes nothing! There's what's wrong with this country!"

At a time like this ...



your customers need

## BALANCED BRAKES

Only **Grey-Rock** makes  
BALANCED BRAKES LININGS



**GREY-ROCK DIVISION** of Raybestos-Manhattan, Inc., MANHEIM, PA.  
RAYBESTOS-MANHATTAN, INC., Manufacturers of Brake Linings • Brake Blocks • Clutch Facings  
Fan Belts • Radiator Hose • Packings • Mechanical Rubber Products • Rubber Covered Equipment  
Asbestos Textiles • Powdered Metal Products • Abrasive and Diamond Wheels • Bowling Balls



Brakes *must* be ready for any emergency! And dependable brake action demands balanced linings!

Why? Different shoes, even in the same brake, do different work, need different kinds of linings. Grey-Rock gives you balanced combinations to provide smoother, *safer* stops . . . with equal wear on all shoes, hence greater mileage.

In addition, Grey-Rock Balanced Linings eliminate dive, grab, hard pedal, and other brake troubles. For better and more profitable brake jobs, order Grey-Rock Balanced Braksets from your jobber. Ask him, too, about Grey-Rock's business-building promotional plans.



Consistently Advertised in  
**POST**  
Country  
Gentleman



M. E. Moore filled up his paint shop by standing near a traffic light, jotting down license numbers of passing cars and mailing personal cards to these owners.

*They're Making  
Big Business of*

## Giving Old Cars That New Look

How can an independent repair shop attract more jobs without spending a lot of money?

A Nashville, Tenn., firm did it by concentrating on one service and then selling it in several novel ways.

When M. E. Moore and his son, A. E. Moore, operators of Moore's

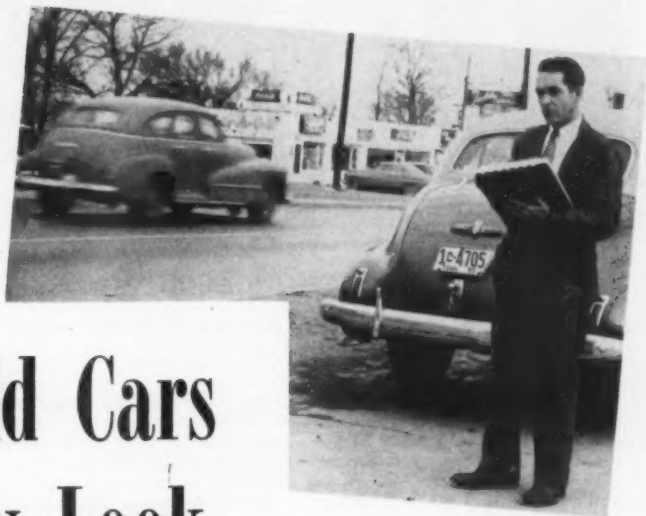
Super Servicenter, moved into their new building in a Nashville suburb a year and a half ago, they knew they would never get many paint and appearance-reconditioning jobs by waiting for them.

First the Moores sat on a corner with a traffic light and took down license numbers of cars that need-

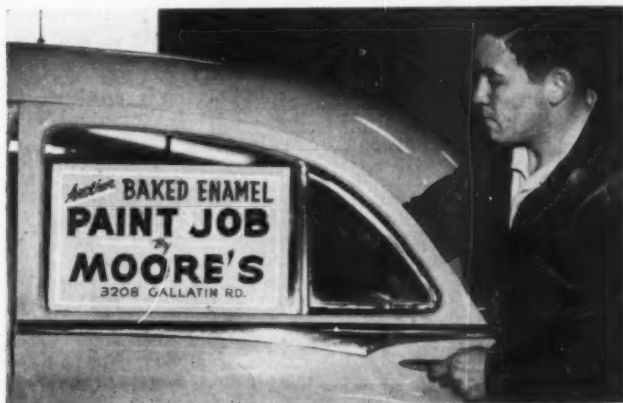
ed a face-lifting. After a long list had been compiled, they checked the numbers in the county car-registration book, listing make and model as well as owner's name. Then they sent out personally-written postcards soliciting jobs.

This little piece of strategy worked so well that A. E. Moore got into his car and drove around town listing parked cars that needed seat covers. Brand-new cars were listed as the best prospects. Older cars that still looked good were next. Moore filled one loose-leaf page after another and checked the car-registration book for the owners' names.

He first sent out just one letter to see what would happen. It went to an elderly lady with a new car that hadn't been seat-covered. The letter complimented her on her good taste in select-



By Ross L. Holman



A. E. Moore places a placard like this on every vehicle before it is driven across town for delivery.



The neat arrangement of the shop—just like its shiny products—catches the eye and sells jobs.

ing such a handsome vehicle and suggested that Moore would be delighted to show her his 50-odd seat-cover patterns.

It worked. The lady came in and gave her order. Moore thinks he will have her for a permanent customer. At any rate, he isn't going to let her forget him. He is following up this list of seat-cover prospects for all it's worth.

Another promotion stunt was a booth at the state fair. While the booth was used primarily to advertise the paint department, every service was featured. More than 12,000 visitors to the fair signed cards for a free paint job. Each card carried the name, address, phone number and make of car owned by the signer.

Most of those signing for the possibility of a free paint job were really interested in that kind of service, Moore said, and so they made a much better prospect file than one taken at random from a general car-registration list.

On the fourth day after the fair closed, A. E. Moore said the results went far beyond his expectations. He hadn't really hoped for much pay-off until he started sending out follow-up postcards.

But the stub retained by each signer advertised Moore's service well enough to fill the shop with more orders for baked-enamel beauty than it had time to catch up with. Many of the new customers reported they had first learned of Moore's set-up at the fair. Some of them bought seat

covers, trim and other appearance work that ran their bills to well above \$100. One man who owned seven trucks placed an order to have the entire fleet painted.

Moore thinks his baked-enamel work can tell a lot more than he can say for it, if allowed to speak for itself. Many of the customers who saw the two freshly-done cars exhibited at the fair insisted that they were new models with the factory finish. Two large photographs of Moore's Super Servicer, one showing how the work is done, also attracted attention at the fair.

#### **Keeps Two Jobs Up Front**

Moore keeps two painted jobs in front of his building marked by signs reading, "Another Baked Enamel Paint Job by Moore's." Whenever he delivers a finished car, he sticks one of these signs in a prominent place on the car so it can be seen as the car is driven across town.

Moore uses his automatic washing equipment to help promote reconditioning services. From 2,200 to 3,000 cars are washed monthly, in less than five minutes each. In the waiting area for customers, Moore has erected an eight-by-four-foot board featuring the various services.

The board was designed by A. E. Moore. Among other things, it carries 53 fabric and plastic patterns of tailor-made seat covers. The patterns are in samples two by four inches and they lap over

each other like shingles on a roof so that part of every one can be seen. There are five rows of pattern samples on the board, each representing a different price tag.

A salesman is at hand to check these patterns with the customer who is waiting for the wash to be completed. The salesman feels out the customer on other needs for his car. If the customer notices that the finish on his car is dulled, even after the wash, the salesman may suggest a polish or even a paint job.

One source of business that has upped volume is "new-look" work for used-car dealers. One dealer brought in more than 100 cars during the last year. Another dealer lets Moore write his own ticket for cars he brings in. "Just take a look at the car," he says, "imagine you are going to buy it from me and make it look just like you would want it to look if you were the purchaser."

M. E. Moore, the father, learned his way around in the car-beautifying field in a shop he operated for three years in another part of town before opening his present handsome building. He leases the gasoline-pump service to another man and concentrates on refinishing services.

Moore's two paint jobs—one priced at \$49.50 and the other at \$64.50—plus the other reconditioning services keep this father-and-son team busy with promotion schemes and supervision of the flow of work.

# Warning Tag Brings in Volume

By Beatrice Miller

A RED "warning" card tagged to the ignition switch of a customer's car, indicating defects not on the repair order, has added 15 per cent to the monthly earnings of mechanics at Hicks Chevrolet, Inc., Washington, D. C.

Monthly earnings have been further increased by a ten per cent commission to the mechanic bringing in on his own initiative the highest volume of customer paid labor.

These, the incentives of contests, plus the "night owl" service that keeps the shop open until 1 a.m., have effected a 300 per cent rise in customer labor volume at Hicks Chevrolet over a six-month period beginning March 1, 1950. For the mechanics it has meant a corresponding rise of from 65 to 75 per cent in earnings over the same period.

"We at Hicks Chevrolet are doing everything we can to give the customer quality service at reasonable prices," said Jack R. Seifert, coordinator of parts and service, who with General Manager George Fogarty planned and put into effect this means of stimulating business.

"When a car leaves this shop, we want our customer to have the assurance that everything possible has been done for him and his car. We stand on our integrity that he has not been oversold, that all repair jobs will stand re-inspection if he has a comeback, that we will go out of our way to guarantee full customer satisfaction. Moreover, we will do this as courteously and cheer-

fully as we know how."

The "warning" tag is a safety check for customers. Only needed recommendations for a completely safe car are indicated on it. On the card may be noted clutch adjustment, wheel alignment, motor overhauling, defective tailpipes, mufflers, noisy valves, etc.

The upper half of the tag is attached to the ignition key. The lower half is detached and retained by the shop. The defects are

called to the customer's attention by card and telephone, if upon picking up the car he did not give approval at once to remedying the defect.

Jobs on the tag are usually given to the mechanic who discovered the needed repair.

It is left to the integrity of the mechanics to fill out the tags. They have been found to be absolutely dependable. No job has ever proven needless and put down to gain volume. Quite the

## WARNING

WHILE WORKING ON YOUR CAR, WE FOUND THAT THE ITEMS CHECKED BELOW NEED IMMEDIATE ATTENTION.

☐ CHASSIS

☐ TRANSMISSION

☐ FLUSH & CLEAN

☐ STOP LEAKS

☐ TUNE-UP

☐ SPARK PLUGS

☐ WIRING

☐ DISTRIBUTOR

☐ GENERATOR

☐ BRAKES

☐ STEERING

**LUBRICATION**

☐ DIFFERENTIAL

☐ WHEEL BEARINGS

☐ OIL FILTER

☐ MOTOR OIL

**COOLING SYSTEM**

☐ WATER HOSE

☐ WATER PUMP

☐ FAN BELT

☐ ANTI-FREEZE

**MOTOR**

☐ VALVES

☐ CARBON

☐ PISTON RINGS

☐ CARBURETOR

☐ FUEL PUMP

☐ AIR CLEANER

☐ BATTERY

☐ BATTERY CABLES

☐ CLUTCH

☐ MUFFLER

**SAFETY**

☐ WHEEL ALIGNMENT

☐ WHEEL BALANCING

☐ SHOCK ABSORBERS

☐ LIGHTS

By \_\_\_\_\_

Thanks - FOR THE OPPORTUNITY TO SERVE YOU.

Follow-up Dates Jan Feb Mar Apr May Jun Jul Aug Sept Oct Nov Dec

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

Name \_\_\_\_\_ Date \_\_\_\_\_

Address \_\_\_\_\_ Phone \_\_\_\_\_

\_\_\_\_\_ Car \_\_\_\_\_

**LUBRICATION**

☒ CHASSIS ☒ TRANS. ☒ DIFF. ☒ W. BEARINGS ☒ OIL FILTER ☒ MTR. OIL

**COOLING SYSTEM**

☒ FLUSH-CLEAN ☒ LEAKS ☒ W. HOSE ☒ W. PUMP ☒ FAN BELT ☒ ANTI-FRZE.

**MOTOR**

☒ TUNE ☒ S. PLUGS ☒ WIRING ☒ DIST. ☒ GEN. ☒ VALVES

☒ CARBON ☒ MUFF. ☒ CLUTCH ☒ RINGS ☒ CARBUR. ☒ FUEL PUMP

☒ AIR CLNR ☒ BATTERY ☒ CABLES

**SAFETY**

☒ BRAKES ☒ STEER. ☒ W. ALIGN ☒ W. BALANCING ☒ SHOCKS ☒ LIGHTS

This red warning card, attached to the ignition switch, was a main factor in increasing customer labor around 300 per cent and raising the earnings of mechanics 65 to 75 per cent within six months.

reverse. At times Seifert, a former GM troubleshooter, goes over a car, discovers a needed repair and, checking with the mechanic who handled the car, finds that the mechanic did not consider the condition serious enough for a warning tag.

Mechanics are encouraged to bring in business with the award of a ten per cent commission to the mechanic bringing in the highest volume. A representative month, September, showed two jobs brought into the body shop that amounted to \$293.85. Because the two mechanics who brought in the jobs almost tied for top place, each was awarded a ten per cent commission of \$18 and \$12.

Another month, October, three mechanics brought \$430 volume in a complete overhauling, body repair and paint job. In this case again the top three were given ten per cent.

The foreman of each department keeps track of each job a mechanic brings in.

Other stimuli are given Hicks Chevrolet employees. Interdepartmental contests setting quotas for each shop are closed with a steak dinner at one of the big hotels for the winning team, with beans to the loser. Quotas for each shop are set by the formula of hours multiplied by the flat rate, multiplied by the number of men, multiplied by "X". "X" is the projected percentage of volume increase anticipated.

In the six months from March 1 to September 1 quotas were progressively raised by approximately \$2,000 a month, an index of the



"He thinks it's a slow leak. I'm waiting to see."

response to the incentives. Competition is sustained between the shops by attractive posters, slogans and scoreboards.

Most gratifying to the 54 employees in service and parts is the opportunity for increased earning power given them. In January and February, months previous to the incentive plans, mechanics averaged \$58.28, \$61.75, \$67.65. In September the same mechanics were averaging between \$90 to \$95 weekly.

The last week of October the top six mechanics drew: \$85.45, \$89, \$90.10, \$90.10, \$105.33 and \$108.

Shop personnel increased seven men over these six months.

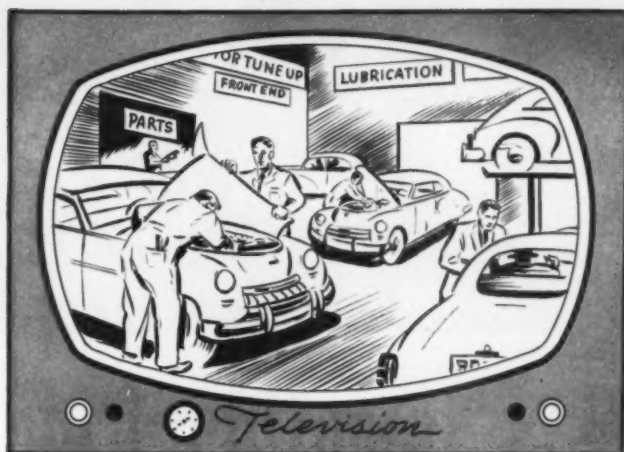
A "night-owl" service staffed by six mechanics, including a foreman, was initiated six months ago. Open until 1 a.m., the shop handles the increased volume, making possible a faster turnover and more prompt service. Before the night-owl service some 684 customers were handled in January, 1950; in August 1,415 customers had repair work done—an increase of more than 100 per cent.

A new contest, called the "\$1,000-a-Month Club," is in the making. In this contest each me-

(Continued on page 78)

A "night-owl" service keeps this building open until 1 a. m.





## What They Are Doing About Television Ads

**T**ELEVISION is definitely a factor in automotive advertising in Southern cities that have TV stations. The "baby" medium in the advertising field has grown up a lot in the last year and in some areas is getting pretty much the same consideration—and the same reactions—as other types of ads.

Some dealers are highly pleased with results of their television ads. Some believe the ads are worth-while, although they can't put their fingers on specific benefits. And some believe that while television is good for national advertising of their product, local sponsorship of programs or spot announcements costs more than it is worth.

Representatives of SOUTHERN AUTOMOTIVE JOURNAL asked dealers in several Southern cities about their experiences with television advertising. Were spot announcements or longer programs more effective? What departments had benefited most from television promotion? What, in general, did they think of television as a local advertising medium?

In Houston, Texas, television is

considered a very outstanding medium by R. A. Parker, general manager of the Earl North Buick Co.

"Our program is basically a sports show with our commercial worked into it," explained Parker, "and we think it is a very excellent medium. We get flattering comments on our show every day and TV is in the Number 2 position, right after newspapers, in our appraisal of advertising.

"Another reason we think it will be more valuable as time passes is that we are pretty confident that by early next year there will be 75,000 to 100,000 sets

in the Houston area, compared with approximately 50,000 sets now."

It was with an expanded audience in view, said Parker, that the company tied up the spot it now occupies with its 30-minute program. And into the program goes, sooner or later, practically everything photogenic about the Earl North Buick Co., for a library of transmittable material has been accumulated on the company and is available at the TV studio.

### *Reaches Buying Level*

"We've found television a most effective medium for our buying level," said B. E. Wagstaff, president of Wagstaff Motors, Inc., Atlanta. "It's expensive, but we have been pleased with the results.

"Spot announcements have been most effective for us. Recently we have tried ten-second flashes for our used-car department, using several of them daily to keep our name before the television audience. We have also used one-minute spots for service, new cars and parts. After using one type of announcement for a while, we switch to a shorter or longer announcement and feature another department. We've found this keeps up interest.

"We have noticed a good bit of resentment among local television viewers about the long commercials on some programs, both national and local in various fields."

Last year Wagstaff introduced the 1950 Plymouth with a half-hour program from his showroom, one of the first new-car showings of this type to be held in the South. The service manager and other personnel explained various features of the car while the cameras showed the part described. "We were pleased with the re-

*(Continued on page 90)*

**What has been the impact of the newest advertising medium on the automotive market? Is it effective? To what extent is it being used to reach the consumers? Here is a roundup from garagemen and car dealers in Houston, Atlanta, Dallas and Memphis who tell what their experience has been as users. Eventually you will have TV stations, so you may find these pioneer users' comments valuable references.**



# Plymouth Has Smoother Ride

**"SAFETY-FLOW ride,"** an application of hydraulic flow control in the shock absorbers, is one of the mechanical changes in the 1951 Plymouth models.

The system provides a more gradual change of resistance during spring deflections and a softer ride when driving on average roads. It also exerts extra resistance on rough roads, Plymouth engineers said.

A pressure-vent radiator cap, standard on all models, permits cooling system to be operated at atmospheric pressure during normal conditions. Under high-load, high-temperature driving conditions, the cap provides pressurized cooling to allow high coolant temperature without boiling or loss of anti-freeze.

Plymouth engines now have a built-in by-pass cooling system, permitting water circulation and resulting in more uniform temperature throughout the engine during the warm-up period.

The system consists of a passage in the cylinder head and block providing direct access to the water pump, and a choke-type thermostat to regulate coolant flow to the radiator.

The generator output has been raised to 45 amperes, an increase of five amperes, providing greater electrical capacity for the operation of car accessories.

The new hand-brake "T" control handle is more accessible and, as on former models, it operates independently of the foot brake as an added safety measure.

Windshield wipers are electrically operated and are of the single-speed, self-parking type.

The six-cylinder, 97-horsepower engine is retained. It has a seven-to-one compression ratio. Combination ignition and starter switch, automatic electric choke, low-pressure tires, safe-guard hydraulic brakes and safety-rim wheels are other features.

Narrower windshield pillars, together with the windshield, provide additional lateral vision. To utilize more fully the greater vision through the larger rear window, the rear-view mirror is two inches wider.

Chair-height front seat and new

design of the hood and front fenders permit the driver to see the road nearer the car.

The instrument panel features a more convenient grouping of controls, newly-shaped instruments and improved coloring and lettering for easier checking.

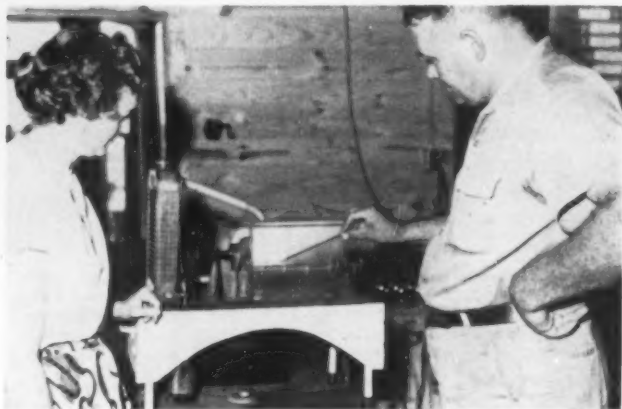
There are nine body types in the 1951 Plymouth lines. The Concord series includes a two-door sedan and a three-passenger coupe, as well as the two all-metal utility models, the Suburban and the Savoy. The Cambridge series has a four-door sedan and a club coupe. The Cranbrook series includes a four-door sedan, club coupe and convertible club coupe.

This view of the 1951 Plymouth illustrates the narrower windshield pillars, the redesigned grille and the streamlined fenders and hood.





Work on industrial screens, such as that at left, helps prevent slack seasons. Below: Walker shows a customer why motors run hot with the aid of the transparent working model of a cooling system. At bottom of page is a view of the modern facilities.



## Unusual Service and Advertising

# Sell Radiator Jobs

By Richard Lane

**D**O you promote your radiator shop to get new business in slack seasons?

An enterprising Memphis, Tenn., radiator specialist believes in touching all the bases—and he's doing a lot of scoring. As a result, a one-man operation in 1930 has now become one of the Mid-South's largest and best-known radiator repair shops.

How did Harry W. Walker of Walker Radiator Works do it?

A synopsis of his 20-year success story shows lots of hard work and several shop innovations that have caught the fancy of the service-minded public.

Consequently, the so-called slack seasons don't worry Walker Radiator Works very much. The crew of six mechanics is busy the year 'round.

Let's take a close look at some of Walker's methods and see why they are paying off so well.

There is his drive-in service for example. Walker's drive-in radiator service has made his competitors sit up and take notice.

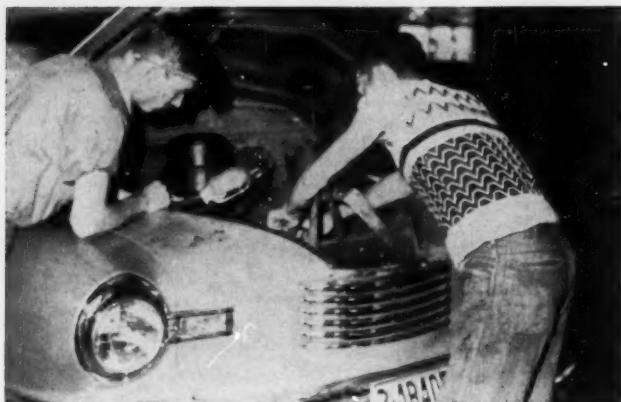
About two years ago, Walker Radiator undertook an expansion and remodeling program. Situated on the fringe of the downtown shopping district, Walker saw the advantage of adapting his shop facilities to drive-in service to increase volume.



He put in a ten-foot driveway and a half-acre parking lot that can accommodate up to 85 cars. He launched an advertising program based on one-day service and aimed particularly at downtown traffic.

As a result, Walker has made it convenient for shoppers and business men to drive by his shop in the morning on the way to town, have their radiator serviced during the day without parking problems, then ride out to the shop by bus line in the afternoon and pick up the ready-to-go car without the loss of a day's use.

For those drive-in motorists



Two mechanics prepare to take out a radiator for a customer using the drive-in service. On request, the shop will flush cooling systems while driver stays in the car, a popular time-saving feature.

who want their car's cooling systems flushed while they wait, Walker mechanics do the job quickly while the driver remains in the car. It's a time-saving service that is both unusual and popular.

In connection with his drive-in service, Walker has arranged a clever shop demonstration that sells quite a few jobs. Let Walker tell about it:

"Most car owners actually know very little about the working and function of the cooling system. I recently decided I would arrange a working model in the shop to show customers why motors run hot. Now 90 per cent of my customers who drive in want to see the demonstration.

"I believe my shop is the only one equipped with such a working model, because as far as I have been able to learn the model I am using is an original. It is of Plexiglas and shows radiator, water pump and block.

"Since it is transparent, the customer can actually see what happens when water is low, head gasket bad, radiator stopped up, water pump leaking or fan belt slipping. When such conditions prevail, the model shows that the lower part of the block is not cooled whatsoever."

During Walker's busiest season—February through April—the shop often gets as many as 35 to 50 jobs in one day. Since the shop does nothing but cooling system work, each mechanic is a specialist and fast. The crew can

turn out 20 to 25 repairs per day, including car, truck and tractor. The shop has two large boil-out and cleaning tanks which will hold 32 radiators at one time.

How does Walker keep so busy during the hot summer lull? It's no secret, because he advertises it. He gets commercial and industrial work—stationary engines—from as far away as 300 miles.

Just what is this heavy work? It's work for which most radiator shops either don't have the facilities or simply haven't thought of handling. Yet it forms a substantial part of Walker's volume. Walker explains:

"I have found that the cleaning and repairing of screens for cotton gins, laundries and oil-field machines, farm tractors, dragline and levee equipment and even the cleaning and repairing of gas tanks can be profitable and im-

portant items for a radiator shop set up to handle heavy stuff. Fully 95 per cent of radiator shops don't have test tanks large enough to handle such big screens. We have a tank seven by eight feet and other necessary facilities for doing such work.

"Advertising these facilities on a commercial- and industrial-review page in a newspaper that circulates throughout the mid-South, we get a surprisingly large amount of business from far out in the territory. I have used this advertising medium for 14 years and I like the results.

"Some oil-field screens are shipped to our shop from points as far away as Texarkana, Ark. We get a lot of business from places as far away as 200 or 300 miles. In fact, we make service trips on such equipment within a radius of 200 miles. And we ship fast on all orders.

"There apparently is much gin business for those willing to go after it. Since gin equipment is idle during the summer, the radiator shop has a fine opportunity to work on gin screens at the very time most radiator shops are experiencing a slack season.

"We cover western Tennessee, eastern Arkansas, southeastern Missouri and northern Mississippi pretty thoroughly."

Walker also does a good job of covering Memphis, too.

The company has two pick-up trucks, neat, clean and well-kept. They are paying off in several ways. "My trucks are the cheapest ad I have found and we get lots of compliments on them," Walker says.

Some of Walker's business is brought in from service stations and garages on a pick-up basis.

(Continued on page 88)





This full-size plaster model of Le Sabre shows styling features that may be used some day. The tail fins house aircraft-type 20-gallon rubberized fuel cells.

## GM "Sabre" Will Test Designs of Future

**A** SPORTS car that will be a "laboratory on wheels" for testing both mechanical and styling ideas that General Motors designers have sketched on drawing boards and discussed was unveiled late last month by the GM Styling Section.

"This is the car of the future only in the sense that some of its design or mechanical features may appear some day in standard motor cars," said Harley J. Earl, vice-president in charge of styling. "Le Sabre is purely experimental. Actually it is the second car of its kind, the advance counterpart of an experimental car we built 12 years ago for the same reason—to find out whether some of our futuristic ideas would pay off on the road."

The car will be powered by an experimental V-8 engine, designed by Buick engineers, with a ten-to-one compression ratio plus super-charger. Its dual fuel system will utilize current premium fuels and methyl alcohol (methanol). Methyl alcohol will be injected into the combustion chambers through the carburetor at a certain level of the speed range for extra power boost.

The engine, still undergoing tests, is expected to develop more

than 300 horsepower with super-charger. Stroke and bore will be  $3\frac{1}{4}$  by  $3\frac{1}{4}$ . Piston displacement will be 215 cubic inches. Engine weight may total 500 pounds.

A special Dynaflo torque converter is housed near the rear of the stationary driveshaft, just ahead of the differential. The rear brakes also are situated on either side of the differential, rather than on the wheels. Twin universal joints on the axles complete

the rear assembly.

Le Sabre has the usual instrument-panel gauges and dials. In addition it has such aircraft features as tachometer, compass and altimeter. Other indicators register engine-oil temperature and pressure and the torque converter fluid level and temperature.

Instrument-panel controls operate hydraulic jacks on each of the car's wheels. In addition to a warm-air circulating system, the car is equipped with thermostatically-controlled electrical seat warmers.

The convertible top is operated electrically with no visible linkage. It may be partially opened to ease the way for driver and passengers to get in or out of the seats. If the car is parked with top down, rain falling on a sensitized spot between the seats actuates the top-raising mechanism and raises the windows automatically.

Because the wheels are smaller than conventional size, 13 inches, the brake-drum diameter is limited to nine inches. To compensate for this, the brakes are a twin-shoe type to provide more braking surface.

Front suspension is independent with a special anti-dive feature for quick stopping. Also independently suspended are the rear wheels, leaving the differential stationary.

Aluminum and magnesium alloys are used widely in the car. Here Harley J. Earl, vice-president in charge of styling, looks it over.





There's never any friction among employees when Tommy Young hands out the pay checks because his incentive-pay plan gives all the mechanics in the shop a chance to average around \$400 a month.

## Everybody Earns More with This Pay Plan

**T**OMMY Young, Pontiac dealer at Monett, Mo., is operating his entire dealership on an incentive-pay plan.

"Both in theory and in practice," said Young, "there is no other method—no substitute plan that works for the best interest of the dealer and his personnel."

Young has worked out a plan whereby each employee is a participant. And this plan, after trial and error, now functions on an equitable basis.

"An incentive plan," Young explained, "must be worked out so that some employees do not have an advantage over the others. This causes friction and friction leads to trouble."

In the shop, Young, like other dealers or shop owners, has line men who can produce more than others. To set them all up on the same schedule is going to work hardships on the slower men, who may be turning out superior work.

Each mechanic is guaranteed a base salary. This relieves the pressure caused by uncertainty. Let's take a couple of actual examples and break them down.

One of the slower men—and incidentally he has been with Young over 15 years—draws a base pay of \$42.50 a week. His

quota is set at \$230 a month. That is, he must turn out \$230 of customer labor before he becomes eligible for his bonus. On all over this quota, he will receive 50 per cent of customer labor in addition to his base pay.

One of the faster men gets a base pay of \$50 a week. His quota is \$280 a month. His base pay amounts to \$216.66 a month, on the average. The difference between this and the \$280 quota absorbs his share of the overhead. Men in this category average \$393 a month over the year.

The service manager has his own set-up. He draws a base salary of \$55 a week. He receives in addition a straight five per cent on all parts sold at retail.

The parts manager gets a base salary plus three per cent on the gross sales of all parts—wholesale and retail.

The office manager, a white-collar utility man who sells cars, keeps records and manages the business when Young is away, gets a base pay of \$50 a week. He receives ten per cent of the net profit of the entire operation.

The used-car manager gets a \$50-a-week base salary plus one-half of one per cent of gross sales up to \$10,000 a month and one-third of one per cent on all over \$10,000. In addition to this, he receives one-half of one per cent of gross sales on new trucks. New trucks are displayed on the used-car lot.

If you picture this operation in your mind, it will be obvious how one department dovetails into another.

Let us take the parts angle, for illustration. With this set-up, who is anxious to sell parts? The parts manager, remember, receives a bonus on all parts sold; the service manager gets a bonus on all parts sold at retail. The office manager receives a bonus ten per cent of the net earnings of the

(Continued on page 88)

The incentive plan includes department heads as well as mechanics. The used-car manager, for example, gets a percentage on the used-car volume and on sales of new trucks, which are displayed on the lot.



# Cadillac Revamps Choke



The Series 61 sedan has the Hydra-Matic transmission as standard equipment, as do the three other series in the 1951 Cadillac line.

**A** CHOKE control that is said to increase fuel economy and engine performance, precision balancing of pistons and a cone-type reverse unit for the Hydra-Matic transmission are three of the mechanical features of the 1951 Cadillacs announced last month.

The new choke modifier increases effectiveness of choke operation by providing the most suitable mixture ratios throughout the full range of car speeds and load conditions, company engineers said.

Precision-balanced pistons, short connecting rods and short stroke reduce friction and inertia so more of the engine's power is available for driving the rear wheels. Balance between crankshaft, connecting rods and pistons has been improved.

An improvement in oil transfer from crankshaft to connecting rod gives more positive direction of oil to the piston pin and cylinder walls to increase durability and give smooth operation.

Valve life has been prolonged

by a change in the design of the valve-guide contour which reduces the chance of carbon deposit on the valve stems.

The cone-type reverse control for the Hydra-Matic permits smooth, split-second change between forward and reverse gears, company engineers said, making it possible to rock the car out of snow, mud or sand. The selector lever can be moved without any hesitation on the part of the driver.

The unit has a hydraulic mechanism that engages the reverse gear by means of oil pressure. The instant reverse retains the positive parking lock feature. When car is stopped and transmission control lever is placed in reverse position, car will not roll forward or backward.

The Hydra-Matic transmission is standard equipment for all 1951 Cadillacs.

Improved brakes on the 1951 models feature a self-centering brake shoe. This has been achieved by replacing the brake shoe anchor pin with a wedge-

type anchor. The wedge is said to compensate for wear automatically, centering the shoes within the drums accurately and consistently.

When brakes are applied the centered shoes move the brake lining into contact with the drums at all points, Cadillac engineers said, giving maximum braking effort with minimum pedal pressure.

New applications in shock-absorber and front-suspension units give better riding qualities.

A more complete control of body movement resulting from road-surface irregularities is achieved with a new valving arrangement in the shock absorbers. The valving gives a wider range characteristic to the shock-absorber action in providing shock control on rough surfaces and soft ride on pavements.

Chassis motion and vibration is further insulated from the body through repositioning and addition of body-mounting brackets.

Effectiveness in temperature control and defrosting are achieved through two separate units in the heater system. The fresh-air defroster units mounted on the dash remove fog and ice from the windshield and direct warm air into car for upper level heat.

The second unit, a large recirculating air heater under the front seat, distributes heat to the front and rear compartments at floor level. Both units are thermostatically controlled.

The instrument panel has been redesigned, with all instruments and controls directly in front of the driver. The starter button has been eliminated and a turn of ignition key starts engine.

Four series are available in 1951, the 61, 62, 75 and 60 Special.

The Coupe de Ville has interior combinations of leather and cloth and is being produced in both single-color and two-tone exteriors.





# NEWS BRIEFS *of the*

## Kansas Convention Requests Allocations to Assure Parts

**A**LLOCATION of necessary materials by manufacturers for production of essential maintenance and repair parts to provide maximum furtherance of the defense program was asked by more than 600 dealers attending the convention of the Kansas Motor Car Dealers Association at Wichita last month.

The dealers urged Congress to "reduce and eliminate" all non-essential spending and called on the state legislature and Congress to tax all competitive business enterprises equally, including cooperatives.

The convention was in session when the news of the price ceilings and rollbacks was heard.

### *"We've Been Expecting It"*

"That's what we've been expecting," said Fred L. Haller, president of the National Automobile Dealers Association for 1950, who addressed the convention. "But of course it's amazing that the government would single out the automotive industry and do nothing about the steel industry or rubber."

Since no freeze was applied at the same time to wages, materials and other costs directly related to car production and distribution, the action of the government was unfair, Haller and officers of the Kansas association said.

John H. Butts, Wichita, was elected president, succeeding Lloyd W. Scott of Topeka. He was vice-president during 1950.

Frank McDowell of Parsons was named vice-president. Willar Noller of Topeka was reelected to his fourth term as treasurer. Roscoe Hambrick of Topeka was named for a sixth term as secretary-manager.

R. D. McKay of Wichita was reelected to a three-year term as



Mr. McKay

Kansas director of the National Automobile Dealers Association. The association threw its unanimous support behind McKay's candidacy for the NADA presidency as successor to Haller. A dealer for more than 30 years, McKay was NADA first vice-president during 1950.

"The cold or hot war can be lost just as effectively through the destruction of our economic system by insidious influences in our government as it could be through any diplomatic or military maneuver," Senator Andrew F. Schoepel of Kansas told the dealers.

Controls will mean loss of business, he said, but the dealers should be concerned that "all types of businesses assume their just and proportionate share of these sacrifices. Yes—and labor too," he declared.

Other resolutions adopted by the convention endorsed the Kansas long-range highway program and urged adoption of the uniform vehicle code.

A banquet concluded the convention, held at the Broadview Hotel.

## Southern Shops Do Own Glass Work

About 81 per cent of Southern dealers in towns of 25,000 and less do their own glass replacement work, a recent survey by SOUTHERN AUTOMOTIVE JOURNAL showed.

Tabulations revealed that 12.7 per cent let out glass-replacement work and 6.3 per cent do some replacement and let out some. Questionnaires were sent to dealers in cities of 25,000 population and under in 19 Southeastern and Southwestern states.

## Shreveport Dealers Elect W. T. Hanna

**W**. T. HANNA has been named president of the Shreveport, La., Automobile Dealers' Association, succeeding T. Willie Hutchins. Hanna is secretary-treasurer and general manager of Address-Hanna, Inc.

Mal McIlwain of Address Motor Co. was elected vice-president and Carl Stewart of Morris Buick Co. was named secretary-treasurer.

## Hamrick Heads Commerce

L. Flowers Hamrick, president and general manager of Hamrick Motor Co. (Ford), has been elected president of the Chamber of Commerce of Greenwood, Miss. He is a past president of the Mississippi Automobile Dealers Association.

## Purdy Goes to Washington

Richard T. Purdy has been named representative at Washington, D. C., for Nash-Kelvinator Corp. Headquarters for the new office are at 1840 Fenwick, N. E.

# AUTOMOTIVE INDUSTRY



## "Satisfactory" Car Quotas Impossible, Malcomson Says

**"Y**ou can't have a satisfactory method of distribution when you have a shortage. The only time you can make all dealers happy is when you have more cars than you have a market for."

That was the comment of George W. Malcomson, director of merchandising of Dodge Division, in an interview at Atlanta where it was pointed out by representatives of SOUTHERN AUTOMOTIVE JOURNAL that many dealers with various franchises had complained frequently because their monthly quotas had failed to allow for what in many cases were tremendous increases in population and therefore much bigger customer demand.

"We intend to build every car we can build, without hindering the war effort, with all the material we can get our hands on," said Malcomson, who conducted regional dealer showings of the '51 Dodge in Atlanta, Jacksonville and Raleigh.

"Our biggest job is to convince the American public that our new cars are different, and we intend to do everything we can to convince them of it. Our pro-



Mr. Malcomson

motion is to be on a bigger scale, dollar-wise, than last year."

He was Dodge's regional manager in Atlanta from 1936 to 1938 and in this connection commented:

"I've spent two years in the South and 51 years in the North, and I have more friends in the Southeastern states than I have in Yankee Land."

He plans to retire eventually in the South, probably in rural Georgia.

### Latimer Dies in Newnan

John A. Latimer, 59, Pontiac dealer in Newnan, Ga., for 25 years died last month. He was director of the motor vehicle unit of the Georgia Department of Revenue under Gov. Ellis Arnall.

### Tenneseans Meet Oct. 14-16

The 1951 convention of the Tennessee Automotive Association will be held Oct. 14-16 at the Buena Vista Hotel, Biloxi, Miss., Executive Vice-President David P. Whelchel announced last month after a board meeting.

### Richmond Will Have Ford Parts Depot

FORD Motor Co. is negotiating purchase of a 25-acre industrial site near Richmond, Va., for construction of a service parts depot, it has been announced by L. D. Crusoe, vice - president and general manager, Ford Division.

Approximately 200 dealers in the greater part of Virginia, the eastern half of North Carolina and the District of Columbia area will be served directly from the depot.

The depot will be equipped with the newest type of material-handling equipment for receiving, filling and shipping orders, Crusoe said. It will house the district sales office personnel currently situated at the branch assembly plant in Norfolk.

The building will be 240 feet wide and 540 feet long, of brick and steel construction. The property is at the southeastern corner of Ferncroft Road and Lewis Street in Henrico County.

### Ernest Allen Will Head Fort Worth Dealers

ERNEST Allen, Chevrolet dealer, has been elected president of the New Car Dealers Association of Fort Worth, Texas. He succeeds G. D. Nicolson.

H. B. Ransom was named first vice - president; Sanford Webb, second vice-president, and Mrs. Clyde Burns was reelected secretary-treasurer. Edwin Frederick is executive secretary.

Directors include: Tom Mastin, Thomas F. Abbott, Jr., and W. T. Ryan.

### Guy Belt Leads Dealers

Guy Belt, Buick dealer, is the new president of the Bartlesville, Okla., Automobile Dealers Association. Roy Hughes, Dodge-Plymouth dealer, is vice-president and Jim Wood, Chevrolet dealer, is secretary-treasurer.

### Here's How You Can "Qualify" a Buyer

Having trouble finding out who's a potential buyer for a new car and who isn't? Here's how G. W. Malcomson, director of merchandising of Dodge Division, suggested you might do it:

"Use the old three-step method to qualify a buyer: 1.—Got any money? 2.—Did you bring it with you? 3.—Which pocket is it in?"

His listeners roared.

JANUARY	APRIL	AUGUST	DECEMBER
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30	30	30	30
31	31	31	31

## Looking Ahead

- Feb. 5-8—National Automotive Accessories Manufacturers of America Exposition, Grand Central Palace, New York City.
- April 2—Annual convention of the Louisiana Automobile Dealers Association, Jung Hotel, New Orleans.
- April 24-25—Spring meeting of Southwestern Automotive Wholesalers Association, Oklahoma City, Okla.
- April 26-29—Ninth annual Southwest Automotive Show, Municipal Auditorium, Oklahoma City, Okla.
- May 7-9—Annual convention of Automotive Engine Rebuilders Association, Hotel Sherman, Chicago, Ill.
- May 14-15—Annual convention of Missouri Automobile Dealers Association, St. Louis, Mo.
- May 17-20—Southeast Automotive Show, Lakewood Park, Atlanta, Ga.
- Sept. 16-18—Annual convention

Herm Tector has every reason for that prideful smile. Shown with the Perfect Circle Corp. executive is a sailfish recognized as the largest ever caught in Atlantic waters. It was caught off Walker Cay, B.W.I., about 100 miles east of Palm Beach. It weighed 123 pounds and measured ten feet four inches in length, 33 3/4 inches in girth and had a tail spread of 34 1/2 inches. He was trolling with a 50-pound line when he connected. During the 42 minutes required for landing, the sail jumped clear of the water 11 times.



of Kentucky Automobile Dealers Association, Kentucky Dam Village State Park, Gilbertsville, Ky.

Oct. 14-16—Annual convention of Tennessee Automotive Association, Buena Vista Hotel, Biloxi, Miss.

Nov. 14-15—Annual convention of Oklahoma Automobile Dealers Association, Skirvin Hotel, Oklahoma City, Okla.

Dec. 3-5—Booth conference of Motor and Equipment Wholesalers Association, Stevens Hotel, Chicago.

### Florida Used-Car Men Elect W. J. Rodgers

W. J. RODGERS of Ocala was elected chairman of the Florida State Used Car Dealers Association at the annual convention in Jacksonville last month. Charlie Weekley, Sr., and Edward M. Shannon, both of Jacksonville, were elected vice-chairman and secretary-treasurer, respectively.

Directors are: Ed Royal and C. E. Robinson of Jacksonville; L. M. Hargrove, Ben Parrish, Hubert Hawke and W. K. Roberts of Tampa; O. B. Wade, Harry Chatendon, L. P. Evans and Jim Richa of Miami, and W. B. Johnson and Jim Cumbie of Ocala.

J. C. Downing of Atlanta, vice-president of the National Used Car Dealers Association, was one of the principal speakers at the meeting.

### Birmingham Association Elects G. B. LaSuer

G. B. LASUER of LaSuer Motors, Inc., has been elected president of the Birmingham, Ala., Motor Trade Association. M. B. Casler of Liberty Motors, Inc., is first vice-president and Wilson Kirksey of Kirksey Motors, Inc., is second vice-president. R. R. Berry of Long-Lewis Hardware Co., Bessemer, is secretary-treasurer.

Directors include Jim Burke, Don Drennen of Ensley and Roy Bridges.

### Oklahomans to Meet Nov. 14

The 18th annual meeting of the Oklahoma Automobile Dealers Association will be held Nov. 14-15 at the Skirvin Hotel in Oklahoma City, Manager Fred Albert reported last month.

### Goad Succeeds Coyle; GM Changes Others

M. E. COYLE resigned as executive vice - president and member of the board of directors of General Motors Corp., ef-



Mr. Coyle

fective Dec. 31. He joined the company in 1911 and had been executive vice - president since 1946.

Louis C. Goad has succeeded Coyle as executive vice-president in charge of the car and truck group, body and assembly divisions group and the accessory group.

John F. Gordon has been elected a director and a member of the Administration and Operations Policy Committees. He succeeds Goad as group executive in charge of Fisher Body, Ternstedt and the Buick-Oldsmobile-Pontiac Assembly Division.

Charles A. Chayne has been elected vice-president in charge of the engineering staff, succeeding Gordon. He had been chief engineer of Buick since 1936.

Verner P. Matthews has succeeded Chayne as chief engineer of Buick Motor Division.

Harry J. Klingler has been named group executive in charge of the passenger-car and truck divisions. His successor as general manager of the Pontiac Motor Division is Arnold Lenz, executive assistant to Klingler since 1947.

Sherrod E. Skinner has been named group executive in charge of the accessories divisions, succeeding F. L. Burke, granted a leave of absence. Skinner's successor as general manager of the Oldsmobile Division is Jack F. Wolfram, chief engineer of Oldsmobile since 1944.

### St. Louis Dealers Cancel '51 Show

The 1951 automobile show of the Greater St. Louis Automotive Association, scheduled Feb. 4-10, has been cancelled by unanimous vote of the directors and committee, Joseph A. Schlecht, secretary-manager, reported.

George Weber, president of the association, said he felt the directors and committee had reflected a fine spirit of cooperation with the government and were representing the best interests of the public, in view of the anticipated cut-backs in car production.

### North Carolina Considers Vehicle-Inspection Law

**R**ETURN of compulsory automobile inspections in North Carolina is one of 12 recommendations to be placed before the legislature this month by a special committee which for the past nine months has been studying ways to reduce the number of highway accidents.

The recommendation is contained in a report by the Governor's Advisory Committee on Highway Safety. It calls for enacting a mechanical-inspection law which would provide for state-owned and operated lanes to inspect essential features only.

The committee also recommended that the records unit of the State Department of Motor Vehicles, "working through the automobile dealers association and the garage owners association, as well as individual owners, attempt to secure voluntary reports of cars brought in with damages apparently due to accidents."

The former inspection law was eliminated several years ago.

### Victory Motors Changes Name

Victory Motors, Inc., Atlanta, became Lander Motors, Inc., on Jan. 1. "There is no particular reason for the change in name except to individualize it," said John H. Lander, who continues as president. The firm is one of the largest Dodge-Plymouth dealerships in the United States.

## '50 Vehicle Output Reaches 8,015,750 Units, AMA Says

**P**ASSENGER-CAR production established an all-time record during 1950 but truck and replacement-parts output fell short of the records attained in 1948, the Automobile Manufacturers Association reported.

Other records set during the year included employment and payrolls, number of motor vehicles in use in the nation, vehicle-travel mileage and special taxes paid by owners of motor vehicles.

A total of 6,672,700 passenger cars was built in 1950, an increase of 30 per cent over 1949, the previous record year.

Truck and bus production for 1950 totaled 1,343,050 units, 18 per cent above 1949 but 2½ per cent below the record total of 1,376,155 trucks and buses produced in 1948.

Total output of all vehicles in 1950 amounted to 8,015,750 units, or 28 per cent above 1949.

Replacement-parts output, figured at the wholesale value, totaled \$2,000,000,000, an increase of

six per cent over the previous year. The all-time high was set in 1948, when the wholesale value of replacement-parts output was \$2,553,000,000.

Production employees in automotive plants increased 11 per cent, averaging 715,000 persons during 1950 for a record in a peacetime year. Salaried employees numbering 125,000 persons remained at about the same level as the preceding year, the AMA reported.

Payrolls for the industry's production employees jumped over 22 per cent in 1950, reaching the record total of \$2,700,000,000.

For the first time in history, the wholesale value of car and truck output topped the \$10 billion figure. Production of passenger cars was valued at \$8,825,000,000, trucks at \$1,670,000,000, or a grand total of \$10,495,000,000. The figure represented an increase of 28 per cent above 1949.

By the end of 1950, 48,484,000  
(Continued on page 122)

The 1951 officers of the Atlanta Automobile Association are shown at a dinner meeting last month, attended by 400. They are: Seated, President Alton S. Farris of Farris Motor Co. (Dodge-Plymouth); standing (l. to r.), C. M. Daniel, immediate past president; John Rogers of John Rogers Co., second vice-president; M. T. McClellan of McClellan-Jackson Co., honorary secretary-treasurer, and Joe Westbrook of Westbrook Motors, Ltd., first vice-president. Directors include: E. E. Gouldman, Hix H. Green, R. J. Alexander and Clem A. Bahde. L. L. Austin continues as secretary of the association.





# Southern JOBBERS AND FACTORY MEN

## Shop Volume Off? He's Not Worried!

*While many Southerners have been viewing the drop in shop volume with alarm, this Houston firm isn't bothered. Here are the "secrets."*

By Baron Creager  
Southwestern Editor

**J**OBBERs almost without exception, depending on the extent of the decline in shop volume, were viewing that decline with varying degrees of alarm late last year.

And in one Southern metropolis the shop had become such a universally-recognized problem that the jobber association in that city had scheduled a series of meetings wherein the principal topic of discussion would be shop operation.

But apparently there were no disturbing shop problems, at least in the month of November, 1950, in the shop of the Neumeyer Motor Parts Co. of Houston, Texas. And Ed J. Neumeyer was one of the exceptions who found it unnecessary to view with alarm.

For in November, 1950, his shop volume had declined by only 6.4 per cent against 1949, and 1949 was the first 12-month period in 20 years of operation in which his shop had not shown a substantial increase in business.

Jobbers around the Southwest will concede that Ed Neumeyer

"has done an awful good job with his shop." Their manner of treating the subject suggests they suspect he has a ball-bearing efficiency system with some highly-volatile business secrets.

But the Neumeyer system of getting volume isn't very complicated. It is based on a simple formula that has been kicked around and ridiculed for years. The formula results from two of Ed's viewpoints which have been part of the business since he first started toward the shop business 20 years ago.

Perhaps the way Neumeyer got started has something to do with his insight into shop operation because, when he first got ambitions to have a shop, Neumeyer was the shop!

In 1930 he got a boring bar and started boring blocks. Himself. He personally bored blocks until he saw there was money in the deal if he handled it right. So he expanded by getting another piece of equipment and adding another operation.

Eventually he had a shop, with

other men working in it. And then, later, he had a chance to buy two other shops, which he did, at the right price, and now he has one of the biggest shops in Houston. Maybe in Texas.

And one of the interesting things about the Neumeyer shop is that it has been operating on the same price schedule since 1941, except, of course, for a change in the charge on Chevrolet heads and a few other items. But the major portion of the price schedule remains unchanged from what it was nine years ago.

### *What's the Formula?*

As for the Neumeyer formula, one of the viewpoints going into that formula is that the customer is always right. That's the part that has been kicked around and ridiculed, but Neumeyer is dead serious about it.

"We give a man a square deal," he says earnestly. "We take the position that the customer is always right. If there is anything wrong with a job and there is any doubt about it, we take the blame."

"It is my opinion that as a result of that policy we have a number of customers who have been customers for 20 years. At least 75 per cent of our customers have been customers for ten years. And we get new customers, naturally, and mostly we get new customers because they are sent to us by old customers."

"So I think it pays. Yes, the customer is always right."

Neumeyer remembers with a show of some pain an incident when the customer was so right.

The shop had done a job. The details will be omitted, but the shop had overlooked boring a certain hole.

So the customer took his truck and started out. Then Neumeyer began getting telegrams and telephone calls. The truck had burned out a compressor here, another one there as it went along.



Shop Manager J. D. Clark (center) shows Ed J. Neumeyer some work tickets and some jobs that are being finished up in a way that has prevented volume loss and kept customers coming back for 20 years.

Finally Ed hired a plane and sent a mechanic to Tulsa, Okla., where the customer had burned out another compressor. The mechanic found what Ed told him he would find. The compressor wasn't getting any oil because the hole wasn't there.

"That cost me \$400," says Neumeyer with a rueful grin. "But the worst part was, I lost the customer anyhow."

But Neumeyer doesn't lose many customers who are always right, nor does he lose much shop talent to competitors or other jobs. Not because he pays better money than his competitors, either.

Neumeyer says the same man, J. D. Clark, has been in charge of the shop since 1941. Ed seems to sort of sympathize with Clark, who carries all of the shop load. But Clark is a pleasant, smiling individual who apparently has no cares, at least no personnel-relations cares.

"We have a pretty steady crew out there," Ed concedes with some pride. "There's Clark been running it for nine years and the youngest man in point of service has been there two years."

"Maybe that's because we don't crack the whip. We don't have any time clock to punch. We haven't had a shop-efficiency meeting in two years. Nobody ever gets a bawling out for going after coffee as often as he wants coffee. And if a man has an errand he wants to run uptown, that's all right, too."

"We've had men leave us because they heard a place paid more money by the hour. But the men who left didn't investigate far enough. They found out about time clocks and they came back. They like it here."

Neumeyer's bookkeeping system is evidently quite efficient. Asked a question, he produces a sheet and answers in digits. Confidentially, of course.

And in the shop he apologized for appearances. Would have cleaned up if he'd known a picture was to be made. The place wasn't, in fact, too pretty. It just

looked like a shop where work had been done regularly.

And the customer doesn't expect to pay for keeping the shop clean. The customer pays because he expects a square deal and a good job.

That's what he gets from Neumeyer and so he comes back to that company.

## Southern Bearings & Parts Starts Work on Building

WORK has begun on a \$300,000 building to house the activities of Southern Bearings & Parts Co., Charlotte, N. C. The structure will be at the corner of Eighth and North College Streets.

The company now occupies four buildings but all activities will be consolidated in the new home. Clarence E. Beeson, president, said. The one-story structure will contain 48,000 square feet. Plans call for occupying the building by July.

The firm employs 150 people and has branches at Fayetteville, High Point, Lumberton, Rockingham, Statesville, Winston-Salem, N. C., and Lancaster, S. C.

S. L. McKnight is secretary-treasurer and O. H. Hamby is vice-president in charge of the Automotive Division.

"General conditions in our territory are good," O. L. "Pete" Garner, secretary-treasurer of Hayes & Hopson, Inc., Asheville, N. C., reported last month.

The 1951 officers of Automotive Affiliated Representatives are (l. to r.): Lou S. Cohen, past president, Chicago, Ill.; G. Walter Klier, secretary, Atlanta; M. H. "Bob" Swanman, continuing treasurer, Kansas City, Mo.; George F. Siemers, president, Minneapolis, Minn.; Stanley F. Stowers, retiring president, Worcester, Mass.; E. D. Newfield, first vice-president, San Francisco, Calif.; Charles Spirack, second vice-president, New York City; Ed. L. Lee, executive secretary, and Ben M. Asch, chairman of the board, New York City. An elaborate dinner at the Sheraton Hotel was held last month in Chicago during the Automotive Service Industries Show. More than 175 persons attended. A. H. "Al" Eichholz, general manager of MEMA, spoke.



# Man-Power Plans Are Shaping

**W**OMEN who have anything like the qualifications for a job might be applying any time now to jobbers with a good prospect that in many cases they'll be greeted with a joyful smile on the prospective employer's face.

That was fairly obvious, as were some other factors, in replies to this question asked of Southern jobbers last month in a survey: "How are you planning to meet the man-power shortage?"

Said D. W. Fowler, owner of Fowler Auto Supply Co., Cocoa, Fla.:

"We plan to substitute female help where possible to use it."

And from C. W. Lancaster, partner, Plant City Auto Supply, Plant City, Fla., came this:

"We are okay for some time and if conditions get worse, we will use women like we did in the last war."

Among the other replies were: Clyde Bassett, sales manager, Auto Spring & Supply Co., Wichita Falls, Texas—"We have realized for some time that the shortage of man power would be a very critical problem. We have been training some extra personnel for some time to help meet this problem. I think it is also prevalent in most of our minds that we all have a big job to do and will cooperate more fully to this end, whatever the task may be."

O. L. "Pete" Garner, secretary-treasurer, Hayes & Hopson, Inc., Asheville, N. C.—"We have been interviewing applicants and plan to hire two or three additional men, even though we do not actually need them now, and have them in training to replace some of the men we feel sure we will lose."

G. N. Lockridge, president of Southwestern Wholesalers Association and president of Kansas City Auto Supply Co., Kansas City, Mo.—"Don't know how it would be possible to make plans when we don't know the requirements for military service. We don't know the age limit and we don't know the condition of health of all of our men. We don't know

## A reader survey

if a certain number of children will exempt a man, at least on a temporary basis, and we don't know whether or not an officer of this company will be exempt by reason thereof. During the last war we were sufficiently engaged in war work that we were renegotiated."

### Men Been in Training

O. Leon Montgomery, vice-president and sales manager, R. T. Clapp Co., Knoxville, Tenn.—"We have been fortunate in that we have had men training in our organization for most any job that would become vacant and so far our man-power shortage has not been a problem. Our sales organization is composed of men who are above draft ages, with one or two exceptions, and most of them are veterans of the past war. We will, in case of emergency, double up on the duties of any men who might remain, so that the jobs will be waiting for any of the boys that return from service without hurting anyone who might have taken a job that could not be called permanent. We did not suffer too much during the past war and we do not anticipate any great problems in this emergency."

Miss Christine Watson, bookkeeper, Automotive Parts Co., Texarkana, Texas—"We have not lost any of our employees to the Army but have several who were in service last time and may be recalled."

F. J. Cope, owner, Cope Distributing Co., Bennettsville, S. C.—"We operate a small business and have not planned as yet on man-power shortage. We have had man-power shortage ever since World War II."

Ben Leva, owner, Ben Leva Auto Supply, Lawton, Okla.—"I am advising my younger employees that they should give serious thought to the possibility of being drafted and that I will replace them with men 30 years of age or over."

R. A. "Dick" Nix, buyer, Jenkins Automotive Parts Service, Columbia, S. C.—"Our firm is planning or has already planned to meet the man-power shortage by following the simple rule of everyone pitching in and doing a little more work. If necessary we will put a 'nursery' on the second floor and bring the 'women folk' in to handle things. We are fortunate in having wives who were born and reared in the automotive parts business. As far as the machine shop is concerned, we can call on Mr. Jenkins, Sr. (E. A. Jenkins), and it always has taken three good men to keep up with him."

Irvin F. Siegal, vice-president, Alabama Auto Parts Co., Birmingham, Ala.—"In the event of all-out mobilization, we will go back to disqualified men, older men and females. At present we are replacing with World War II vets or older fellows. Many of our employees will be called in the near future. We will try to defer key personnel only. Frankly, it's all a hell of a mess."

C. L. Severin, president, Severin Supply Co., Oklahoma City, Okla.—"We have no plans except to try to replace with older employees."

A number of jobbers reported no plans.

### Neumeyer "Line" Expands

The arrival of Little Paul Edward Raschke was really an event at Neumeyer Motor Parts, Houston, Texas. Alfred Raschke, bookkeeper for the firm, is the father and Ed Neumeyer is the proud grandfather. Mrs. Raschke is the former Bettye Jeanne Neumeyer.

"General conditions in our territory are good," Owner R. H. Curby, Curby Auto Supply Co., Ottawa, Kan., reported last month.

"Business and collections are running somewhat better than last year," P. H. Wright, secretary of Sharp Auto Supply Co., Oklahoma City, Okla., reported.



This handsome branch of Motor Parts & Supply Co., Inc., opened recently at Lucedale, Miss. James C. Parke, president of Motor and Equipment Wholesalers Association, heads the company, which has its main store at Mobile, Ala. T. A. Wilder is in charge

of the Lucedale branch. The store has a fully-equipped machine shop as well as an attractive counter and display area. "We had a barbecue for about 200 after the open house," C. H. Moorehead reported. "There was a string band, too, to add to this occasion."

Booster presidents all and members of The Henry S. Clark Co., Atlanta! These five members of the Clark organization, all present or past presidents of Booster Clubs, lined up for this shot at the SAJ booth at the ASI Show in Chicago last month. They are (l. to r.): T. B. "Tom" Richards, 1950 president, Birmingham club; E. J. "Ed" Swanstrom, 1950 president, Jacksonville club; Henry S. Clark, 1946 president of the Atlanta club and 1950 president of A. B. C. International; Walter A. Mahoney, 1951 president, Atlanta club, and John Sutiles, 1949 president, Richmond club.



SOUTHERN AUTOMOTIVE JOURNAL for JANUARY, 1951

## Biennial A.S.I. Show Attracts Thousands

THE biennial Automotive Service Industries Show attracted a record throng of approximately 10,000 on its opening day, Dec. 4, the veteran manager of the show, A. B. Coffman, announced. Total registration was 16,873, exceeded only by 19,534 in 1948.

While complete figures on attendance were not available when he was being interviewed, Coffman said:

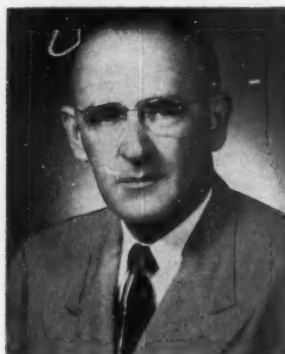
"This is the best-looking show we have ever had. The exhibitors have done themselves proud. I think the displays are the most colorful. I think Monday was the biggest day we have ever had. "Jobber attendance has been very good. It would have been better if it had not been for the weather."

The worst snowstorm in the last  
(Continued on page 136)

# SERVICE AND MAINTENANCE

## Tips on Handling Welding Equipment

*Oxyacetylene welding equipment is a "must" for most shops. Here are suggestions for the care and the use of the various units.*



By E. M. Lowery  
Technical Editor

**M**ONTHS of observation, in our shop and in other shops, of the abuse and misuse of welding equipment prompted us to look into the matter and see if we could learn something of the care and use of this necessary equipment.

With this in mind it was only natural for us to visit our friend, Lee Wolfe, who pioneered welding equipment in the Southeast. With his many years experience as a welder, welding instructor and sales representative, we knew that he would be able to give us some worth-while advice. His

comments were, in our opinion, worth passing on to our readers.

Oxyacetylene welding equipment is practically a "must" in any automobile repair shop, and knowledge of its care and use is very important. One thing—and a major one—very noticeable in practically all shops is the failure of the operator to follow the prescribed rules of precaution in using the equipment.

### General Precautions

1.—Use no oil or grease on welding equipment. If any lubricant is necessary, use pure gly-

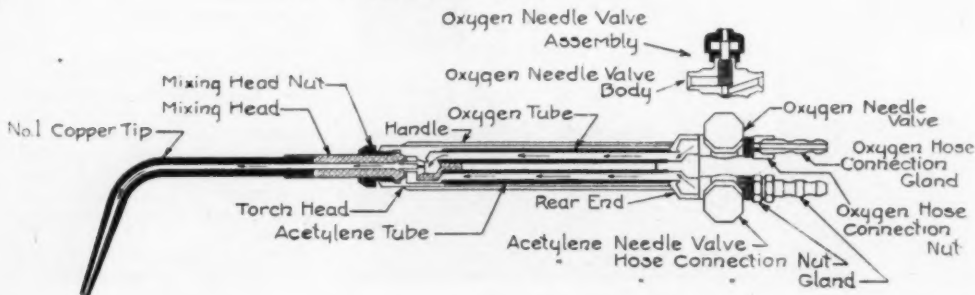
cerin or litharge. Never allow oil or grease to come in contact with oxygen under pressure.

2.—Do not experiment with or change torches or regulators in any way. Never modify oxygen regulators or use them with acetylene cylinders.

3.—Always use proper tip or nozzle, and operate it at proper pressure for the particular work involved. (Refer to table or work sheet supplied with equipment.)

4.—Do not hang torch with its hose on regulators or cylinder valves. Make certain that torch is not burning when not in use.

Pressure type for general-purpose welding torch.



and that valves are closed tightly.

5.—Don't use wrenches on torches. The seats are so constructed that a slight turn of the hand will assure a gas-tight joint. Use of wrenches is likely to distort the seats, causing gas leaks.

6.—Do not use matches for lighting torches; a serious hand burn may result. Use friction lighters, stationary pilot flames or some other source of ignition.

Do not light torches from a hot metal in a confined space. An explosive mixture of acetylene and oxygen in a confined space may cause serious personal and/or property damage when ignited. Do not allow such a mixture to accumulate.

7.—Always wear goggles specifically designed for welding use when working with a lighted torch.

8.—Do not weld or cut material without first making certain that hot sparks or hot metal will not fall on the hose, cylinders or any inflammable material.

9.—Keep a clear space between the cylinders and the work so that cylinder valves can be reached easily and quickly if necessary.

10.—Keep torch tip orifices clean. Use regular cleaners. Nev-

er use drill or other improvised cleaners; to do so may damage the orifice and cause a backfire. (Note: A backfire is the burning of the flame within the orifice of the tip, giving a hissing sound. It does not mean an explosion—however, should it occur it should be extinguished immediately by closing the cylinder valves. Always close acetylene valve first.)

#### Care of Oxygen and Acetylene Regulators

The gases compressed in oxygen and acetylene cylinders are at pressures too high for welding, so regulators are necessary to reduce these high pressures and to control the flow of gases from the cylinders. Most regulators are either of the single-stage or two-stage type. The single-stage type reduces the pressure of the gases to working pressure in one step or stage, while the two-stage type performs the same work in two steps or stages. Less readjustment is necessary when the cylinders are used with the two-stage regulators.

The single-stage oxygen regulator mechanism consists of a nozzle through which the high pressure gases pass, a valve seat to close off the nozzle, a diaphragm

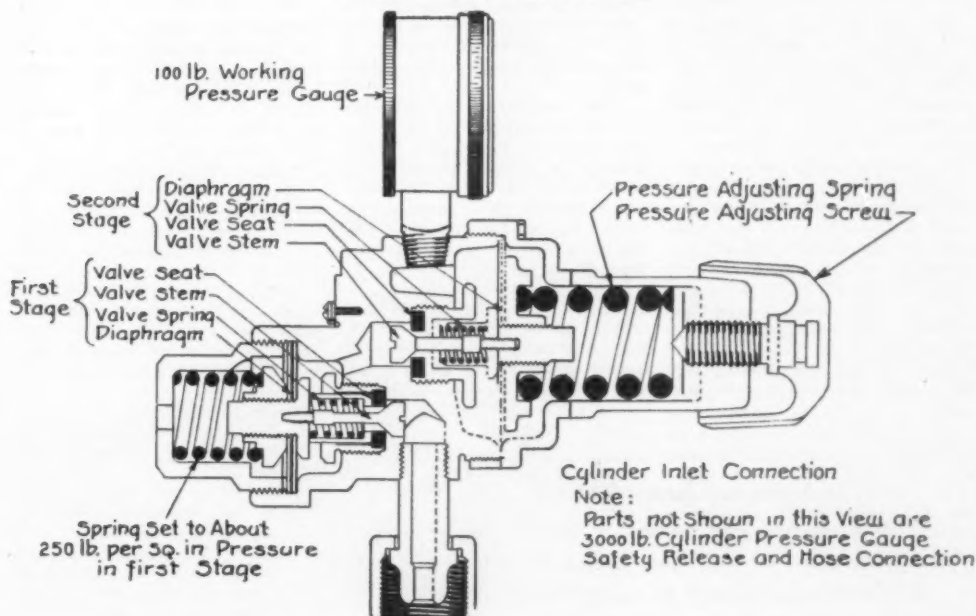
and balancing springs. These are enclosed in a suitable housing.

Pressure gauges are provided to indicate the pressure in the cylinder or (inlet) line, as well as the working pressure (outlet). The inlet pressure gauge, used to record cylinder pressure, is high-pressure gauge, while the outlet pressure gauge, used to record working pressure, is a low-pressure gauge.

The oxygen enters the regulator through the high-pressure inlet connection and passes through a filter which removes dust and dirt. The seat closing off the nozzle is not raised until the adjusting screw is turned in. Turning in the adjusting screw applies pressure to the adjusting spring, which bears down on a diaphragm. This in turn presses downward on the stirrup and overcomes the pressure of the compensating spring. With the stirrup forced downward, the passage through the nozzle is opened, thus allowing oxygen to flow into the low-pressure chamber of the regulator. The oxygen passes from here through the regulator outlet to the hose and torch.

The orifices in the torch mixer and tip are comparatively small.

Two-stage, stem-type oxygen regulator.



Even with the torch needle valve wide open, a certain set pressure in the low-pressure chamber of the regulator will be required, so that the oxygen will continue to be forced through the torch. The pressure is indicated on the working-pressure gauge and will vary, depending upon the adjustment of the regulator adjusting screw.

Turning the screw to the right increases working pressure; turning to the left decreases the pressure.

#### *Two-Stage Oxygen Regulators*

The operation of the two-stage type is similar in principle to that of the single-stage regulator, the principal difference being that the total pressure drop takes place in two stages, or steps, instead of one. In the high-pressure stage, the pressure is reduced from cylinder pressure to intermediate pressure. In the low-pressure stage, the pressure is reduced from an intermediate pressure to the required working pressure.

#### *Acetylene Regulators*

Acetylene regulators are of the same general design as oxygen regulators; however, they are not made to withstand as high pressures. Acetylene should not be used at pressures in excess of 15 pounds per square inch.

#### *Regulator Troubles and Remedies*

The trouble most experienced with regulators is the leakage of gas between the nozzle and seat. It can be detected by a gradual increase in pressure on the working-pressure gauge when the adjusting screw is fully released or is in position after adjustment. This trouble is known as "creeping regulator" and is caused by worn or cracked seats, or from some foreign matter lodged between the seat and nozzle. Such regulators should be repaired immediately to prevent further damage to the regulator or other equipment.

A "creeping" acetylene regulator is dangerous, since acetylene



Using the proper tip or nozzle and operating it at proper pressure for the job is a prime rule of welding, according to Lee Wolfe.

in high pressure in the hose becomes an explosive hazard. To correct this trouble the seat should be removed and replaced if found defective. If the trouble is due to a fouled seat, the nozzle and seat should be thoroughly cleaned, and any dust or dirt in the valve chamber should be blown out before reassembly.

The procedure for removing seats and nozzle will vary with the make and design of the equipment.

Other regulator troubles are broken or buckled gauge tubes, also distorted diaphragms. These defects are usually caused by a backfire at the torch, by leaks across the regulator seats or by failure to release the regulator adjusting screw before opening the cylinder valves.

Defective bourdon tubes in the gauges are indicated by improper action and by gas escaping from the gauge case. Gauges with defective tubes should be removed and replaced with new ones, or be

repaired at an authorized equipment repair shop.

Buckled or distorted diaphragms will not respond properly to adjustment and should be replaced with new ones. This replacement is usually a factory or special repair shop job.

#### *Torch Troubles and Remedies*

When the welding torch does not operate properly the trouble is likely to be leaking valves, leaks in the mixing head seat, scored or out-of-round welding tip orifices, clogged tubes and tips and damaged inlet connection threads. These defects, unless corrected immediately, may be the source of gas leaks resulting in burns to the operator, or they may cause damage to the equipment by flashbacks or backfires.

Leaking valves are indicated when the gases continue to flow after the valves are closed. This condition is due to worn or bent valve stems, damaged seats, or a combination of both.

Loose packing will cause leaks around the valve handles and may be corrected by tightening the packing nut.

Bent or worn valve stems should be replaced. Damaged seats should be refaced.

Leaks in the mixing-head seat will cause oxygen and acetylene leaks between the inlet orifices (Continued on page 82)

#### **February Issue: Pistons**

*Fitting pistons and causes of piston failure will be aired by Technical Editor Lowery in a comprehensive article to appear next month.*

# Maintaining the Distributor

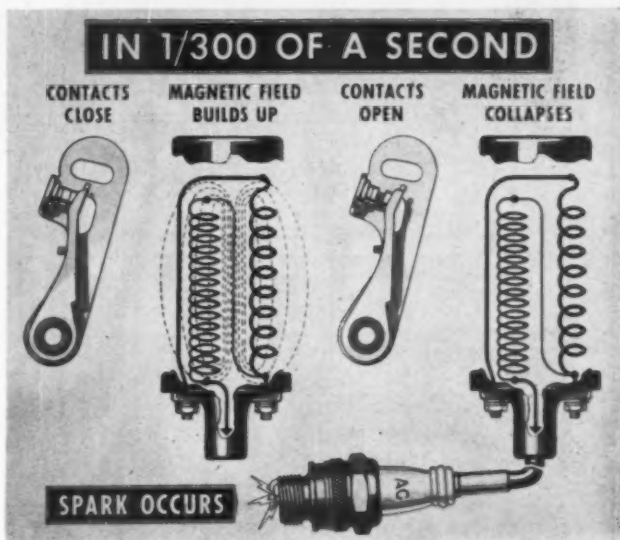
By H. B. BRIT  
Technical Editor  
Delco-Remy Div., G.M.C.

**T**HE ignition distributor frequently is referred to as the "brain" of the automotive electrical system. This is true, in that the distributor must direct a spark to the proper spark plug—at exactly the right instant—if the engine is to perform properly.

It must be capable of channeling as high as 23,000 volts of electricity from the coil into the spark-plug leads without appreciable leakage, in all kinds of weather and at all engine speeds. To do this the distributor's moving parts must operate at terrific speeds. For instance, in an eight-cylinder engine, 12,000 ignition sparks are required per car mile. At 90 miles per hour, the distributor is delivering 300 high-voltage surges, or sparks, per second.

This means that, at such a speed, in one three-hundredth of a second the distributor points close, allowing the magnetic field of the coil to build up, then open, causing the magnetic field to collapse and the high-voltage surge to be delivered by the rotor to the proper spark-plug lead.

The rotor, despite its small size,



Moving parts of the distributor must be kept properly lubricated and adjusted to maintain the terrific speed at which they move.

spins at exactly one-half the rpm's of the engine. It can readily be seen that proper maintenance and testing procedures, to keep the distributor at peak efficiency, are absolutely essential. Fortunately,

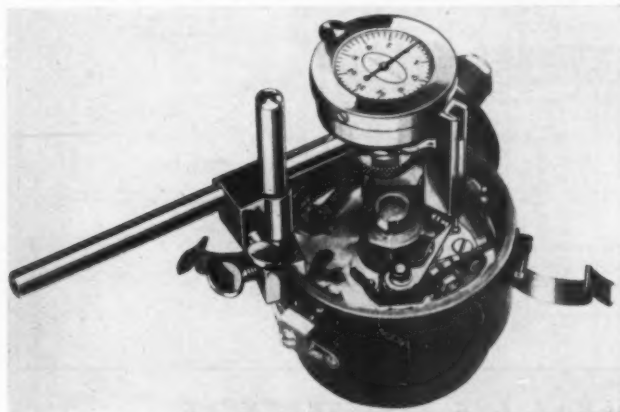
basic checking and servicing of the distributor is not too difficult, nor does it require any great amount of special equipment. The entire procedure may be divided into two phases—lubrication and inspection plus adjustment.

## Lubrication

The parts requiring lubrication are the shaft, advance mechanism, breaker cam, breaker plate assembly (rotating types) and breaker lever pivot. The shaft is lubricated by several methods, depending upon the type of bearing used. Hinge-cap oilers should have eight to ten drops of No. 10-W engine oil every 5,000 miles. Grease cups should be turned down one turn every 5,000 miles and refilled with No. 2½ grease as required. Distributors equipped with high-pressure grease fittings should be supplied with grease every 5,000 miles. The grease should be forced into the fittings until it comes out the relief hole in a steady stream.

On distributors equipped with  
(Continued on page 84)

Contact-point opening can be measured with a dial indicator, which is preferable to the use of a feeler gauge when points are worn.







**SERIAL No.**—On left front door lock pillar post.  
**SHOCK ABSORBERS**—Houda or Moors, direct acting type. See General Instructions.

**AIR CLEANERS**—Wire gauze or filter mesh. MO, Oil Bath, SAE 40 or 50 Summer, SAE 30 Winter. Do not use lighter than SAE 30. (Clean crankcase breather element when servicing carburetor air cleaner). Oil Filter Cap, if wire gauze or filter mesh type, not lighter than SAE 30. See General Instructions.

**CRANKCASE**—Where SAE 20 is recommended, 20-20W is generally satisfactory. Where SAE 10-10W is recommended, 10W is satisfactory.

**DISTRIBUTOR**—Reservoir type. Remove plug and fill with SAE 30 every 25,000 miles.

**AUTOMATIC TRANSMISSION**—Use Premium Type Motor Oil only. See General Instructions.

**TRANSMISSION**—(With Overdrive) Capacity 3 qt. or lb. Use SAE 10 all seasons. (Conventional and With Overdrive) MO SAE 40 Summer and Winter may be used if desired. Do not use Extreme Pressure Gear Lubricant.

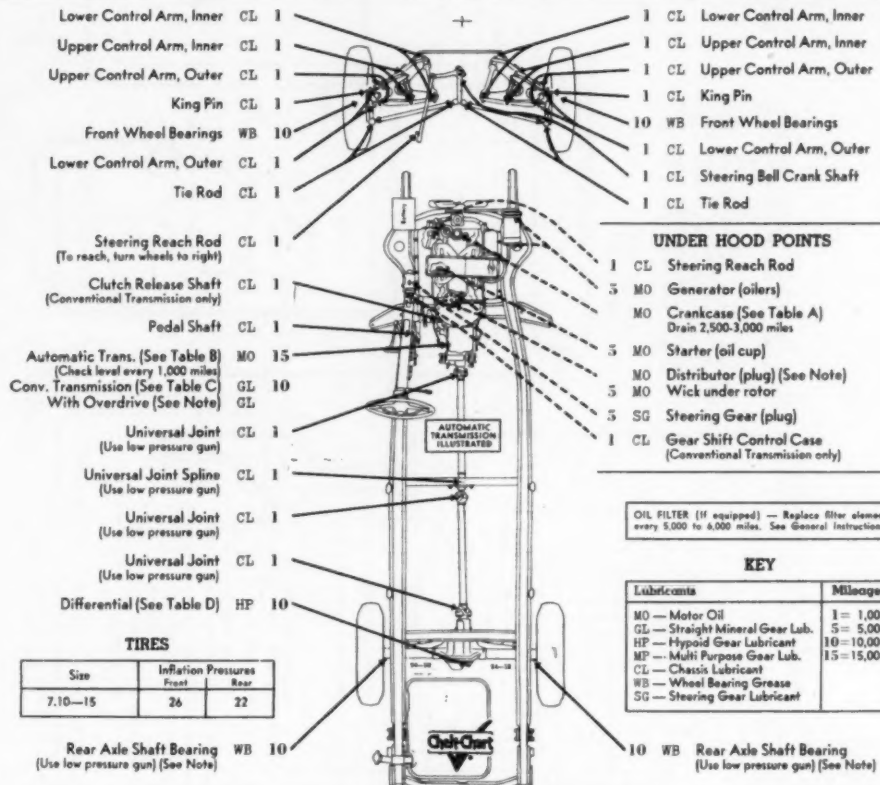
**REAR AXLE SHAFT BEARING**—Clean vent hole located above plug and drain hole in axle housing flange before lubricating bearing. Remove plug, insert fitting and lubri-

cate until lubricant is forced out vent hole, replace plug.  
**CLUTCH OPERATING SHAFT BEARING, GEAR SHIFT RODS, CLUTCH PEDAL AND HILL HOLDER LINKAGE** (Conventional Transmission only); **PARKING BRAKE LINKAGE**—Lubricate with MO every 1,000 miles.

**DIFFERENTIAL**—MP may be used if desired. Do not mix various types of hypoid lubricants.

**POINTS REQUIRING NO LUBRICATION**—Water Pump, Fan, Clutch Release Bearing, Rear Spring Bush and Shackle, Rear Springs (plastic inserts), Propeller Shaft Support Bearing.

MODEL	(A) CRANKCASE					(B) AUTOMATIC TRANS.			(C) CONV. TRANS.			(D) DIFFERENTIAL			Cooling System Capacity	Gas Tank Capacity
	Capacity	Over +32°	Lowest Expected Atmospheric Temp. +32°	+10°	-10°	Capacity	Above +32°	Below +32°	Capacity	Above +32°	Below +32°	Capacity	Above +32°	Below +32°	Qt.	Gal.
All	6	SAE 30	SAE 30	SAE 20	SAE 10-10W	9 1/2	10W	10W	2 1/2	SAE 90GL	90GL	3	90HP	90HP	17 1/4	18
				▲ See Note			* See Note			* See Note			* See Note			* With heater, 18 1/2



OIL FILTER (if equipped) — Replace filter element every 5,000 to 6,000 miles. See General Instructions.

#### KEY

Lubricants	Mileages
MO — Motor Oil	1 = 1,000
GL — Straight Mineral Gear Lub.	5 = 5,000
HP — Hypoid Gear Lubricant	10 = 10,000
MP — Multi Purpose Gear Lub.	15 = 15,000
CL — Chassis Lubricant	
WB — Wheel Bearing Grease	
SG — Steering Gear Lubricant	

#### TIRES

Size	Inflation Pressures	
	Front	Rear
7.10—15	26	22

Rear Axle Shaft Bearing WB 10  
 (Use low pressure gun) (See Note)

#### SPECIAL SERVICES

Battery—Check condition and add distilled water.  
 Body and Head—See Body Lubrication Chart.  
 Gasoline—Suggest filling tank.  
 Lights—Check for burned-out bulbs.  
 Owner's Lubrication Record—Change mileage.  
 Report Condition of These Items to Owner—Tires, Valve Stem Caps, Fan Belt, Battery Cables, Wiper Blades, etc.  
 Read General Instructions for detailed information on principal units and lubrication service under extreme temperature conditions.  
 Copyright 1951 THE CHEK-CHART CORPORATION, Chicago. Printed in U.S.A.

(Hypoid Rear Axle—Coil Front Springs—Automatic Transmission optional—Transmission with Overdrive optional)

#### 45 LUBRICATION POINTS — 7 DIFFERENT LUBRICANTS

**STUDEBAKER Commander & Land Cruiser (H) — 1951**

—Courtesy of The Chek-Chart Corp. Not to be reproduced without special permission.

#### LUBRICATION CHART FOR 1951 STUDEBAKER COMMANDER AND LAND CRUISER



## ***Skilled hands guard Filko quality***

Even in today's machine age, there are many operations in which highly skilled hands are required to obtain the jewel-like precision that characterizes Filko Ignition Parts. At the famous Filko Plant, every craftsman works with skilled hands, imbued with the spirit of quality, improved by over 27 years of experience.

Skilled hands plus skilled mechanization—the employment of the latest products of the toolmaker's and machine designer's skill—together with high operating standards, provide the combination of superior facilities that unite to bring you Ignition Replacement Parts that are truly, "the Crown Jewels of Ignition".

**FILKO**  
*"the Crown Jewels of Ignition"*  
 contact sets • caps and rotors • coils • condensers  
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 New York, Boston, Toronto, Atlanta, Houston



G3149

# CURRENT PASSENGER-CAR SPECIFICATIONS

## Engine and Equipment

MAKE AND MODEL	Std. Wheelbase	ENGINE													
		No. Cylinders and Valve Arrangement	Bore and Stroke	Taxable H. P.	Max. Rated H. P. at R. P. M.	Camshaft Drive	Main Bearings	RINGS		OIL	Crankcase (qts.)	Air Cleaner	Oil Filter	Vibra. Damper	Carburetor
								No. and Size Comp.	No. and Size Oil						
BUICK 40 Sp. & 44 Cust. Sp.	121½	8J	3½ x 4½	32.51	120@3600	LB	5	2-.0937	1-1.1875 1-1.1865	6½	AO	Y	Y	St-Ca	
BUICK 50 Super (except Model 52)	121½	8J	3½ x 4½	32.51	124@3600	LB	5	2-.0937	1-1.1875 1-1.1865	6½	AO	Y	Y	St-Ca	
BUICK Model 52	125½	8J	3½ x 4½	32.51	124@3600	LB	5	2-.0937	1-1.1875 1-1.1865	6½	AO	Y	Y	St-Ca	
BUICK 70 Roadmaster (ex- cept Model 72)	126¾	8J	3½ x 4½	37.81	152@3600	LB	5	2-.0937	1-1.1875 1-1.1865	8	AO	Y	Y	St-Ca	
BUICK Model 72	130¾	8J	3½ x 4½	37.81	152@3600	LB	5	2-.0937	1-1.1875 1-1.1865	8	AO	Y	Y	St-Ca	
CADILLAC 61	122	8J	3½ x 3½	46.5	160@3600	LB	5	2-.0781	1-1.1875	5	AO	N	Y	Oa	
CADILLAC 62	126	8J	3½ x 3½	46.5	160@3600	LB	5	2-.0781	1-1.1875	5	AO	N	Y	Oa	
CADILLAC 60	130	8J	3½ x 3½	46.5	160@3600	LB	5	2-.0781	1-1.1875	5	AO	N	Y	Oa	
CADILLAC 75	146¾	8J	3½ x 3½	46.5	160@3600	LB	5	2-.0781	1-1.1875	5	AO	N	Y	Oa	
CHEVROLET Styleline and Fleetline Sp. & DeLuxe	115	6J	3½ x 3½	29.4	92@3400	G	4	2-.1237	1-1.1863	5	AO	N¹	Y	RP	
CHEVROLET Sty. & Fleet. (with Powerglide Drive)	115	6J	3½ x 3½	30.4	105@3600	G	4	1-.1237 1-.0932	1-1.1863	5	AO	N¹	Y	RP	
CHRYSLER Royal & Windsor	125½	6I	3½ x 4½	28.36	116@3600	Oh	4	2-.0937	2-1.1562	5	b	Y	Y	Oa	
CHRYSLER Saratoga & N. Y.	131½	8I	3½ x 4½	38.8	135@3200	Oh	5	2-.0937	2-1.1562	6	AO	Y	Y	Oa	
CHRYSLER Crown Imperial	145½	8I	3½ x 4½	38.8	135@3200	Oh	5	2-.0937	2-1.1562	6	AO	Y	Y	Oa	
CROSLLEY Model CD	80	4J	2½ x 2½	10	26.5@5400	G	5	2-.0625	2-1.155	2	AO	Y	N	T	
DeSOTOS-14 DeLx. & Custom	125½	6I	3½ x 4½	28.36	112@3600	Oh	4	2-.0937	2-1.1562	5	b	Y	Y	Oa	
DODGE Coronet & Meadow	123½	6I	3½ x 4½	25.35	108@3600	Oh	4	2-.0937	2-1.1562	5	b	Y	Y	St	
DODGE Wayfarer	115	6I	3½ x 4½	25.35	108@3600	Oh	4	2-.0937	2-1.1562	5	b	N	N	St	
FORD & Custom 8 Cyl.	114	8I	3½ x 3½	32.5	100@3600	G	3	2-.0933	2-1.186	5	Y	N¹	N	Own	
FORD & Custom 6 Cyl.	114	6I	3 x 4.4	26.1	96@3300	G	4	2-.0933	2-1.186	5	Y	N¹	Y	Ho	
FRAZER Std. & Man.	123½	6I	3½ x 4½	26.3	115@3650	K	4	2-.0925	2-1.1550	5½	AO	Y	Y	Oa	
HUDSON Pacemaker	119	6I	3½ x 3½	30.4	112@4000	Oh	4	2-.078	2-1.1875 .156	7	Y	N	Y	Oa	
HUDSON Super 6	124	6I	3½ x 4½	30.4	128@4000	Oh	4	2-.078	2-1.1875 .156	7	Y	N	Y	Oa	
HUDSON Super 8	124	8I	3 x 4½	26.8	128@4200	G	5	2-.093	2-1.1875 .156	7	Y	N	Y	Oa	
HUDSON Hornet	124	6I	3½ x 4½	34.9	145@3800	Oh	4	2-.093	2-1.1875 .156	7	Y	N	Y	Oa	
KAISER Spec. & Del.	118½	6I	3½ x 4½	26.3	115@3650	K	4	2-.0925	2-1.1550	5½	AO	Y	Y	Oa	
HENRY J	100	4I	3½ x 4½	15.63	68@4000	G	3	2-.0925	1-1.186	4	f	N¹	N	Oa	
HENRY J DeLuxe	100	6I	3½ x 3½	23.44	80@3800	G	4	2-.0925	1-1.186	5	f	N¹	Y	Oa	
LINCOLN Cosmopolitan	125	V8	3½ x 4½	36.2	154@3600	G	3	2-.0933	1-1.186	6½**	Y	Y	Y	Ho	
LINCOLN	121	V8	3½ x 4½	36.2	154@3600	G	3	2-.0933	1-1.186	6½**	Y	Y	Y	Ho	
MERCURY	118	V8	3½ x 4	32.5	112@3600	G	3	2-.0933	2-1.186	D	Y	Y	N	Ho	
NASH Statesman	112	6I	3½ x 4	23.44	85@3800	Oh	4	2-.0930	2-1.1547	5	AO	N	Y	Oa	
NASH Ambassador	121	6J	3½ x 3½	27.34	115@3400	Oh	7	2-.0930	2-1.1547	6	AO	N	Y	Oa	
NASH Rambler	100	6I	3½ x 3½	23.44	82@3900	Oh	4	2-.0930	2-1.1547	5	AO	N	Y	Oa	
OLDSMOBILE 76	119¾	6I	3½ x 4½	29.9	105@3400	LB	4	2-.0937	2-1.1875	5	AO	N	Y	Oa	
OLDSMOBILE 88 & 98	119¾	8J	3½ x 3½	45.0	135@3600	LB	5	2-.087	1-1.1875	5	AO	N	Y	V	
PACKARD "200"	122	8I	3½ x 3½	39.2	135@3600	Oh	5	2-.0935	1-1.1865	7	AO	N	Y	Oa	
PACKARD "300"	127	8I	3½ x 4½	39.2	150@3600	Oh	5	2-.0935	1-1.1865	7	AO	Y	Y	Oa	
PACKARD "400"	127	8I	3½ x 4½	39.2	155@3600	Oh	9	2-.0935	1-1.1865	7	AO	Y	Y	Oa	
PLYMOUTH P-19 DeLuxe	111	6I	3½ x 4½	25.35	97@3600	Oh	4	2-.0937	2-1.1562	5	f	N	N	Oa	
PLYMOUTH P-30 DeLuxe & Sp. DeLuxe	118½	6I	3½ x 4½	25.35	97@3600	Oh	4	2-.0937	2-1.1562	5	f	Y	N	Oa	
PONTIAC 6 Model 25	120	6I	3½ x 4	30.4	96@3400	M	4	2-.0933	1-1.1863	5*	AO	N	Y	RP	
PONTIAC 6 Model 27	120	8I	3½ x 3½	36.4	116@3600	M	5	2-.0933	1-1.1863	5*	AO	N	Y	Ca	
STUDEBAKER Champ. 10G.	115	6I	3 x 4	21.6	85@4000	G	4	d	1-1.1562	5	AO	A	Y	Oa	
STUDEBAKER Cmdr. H.	115	V8	3½ x 3½	36.4	120@4000	G	5	2-.078	1-1.1865	6	AO	A	Y	St	
STUDEBAKER Land C. H.	119	V8	3½ x 3½	36.4	120@4000	G	5	2-.078	1-1.1865	6	AO	Y	Y	St	
WILLYS Jeepster & Sta. Wag.	104	4F	3½ x 4½	15.6	72@4000	G	3	2-½"	1-½"	4	AO	N¹	N	Oa-Zn	
WILLYS Jeepster & Sta. Wag.	104	6I	3½ x 3½	23.4	75@4000	G	4	2-½"	1-½"	5	AO	N	Y	Oa-Zn	

\*-Refill  
 \*\*-4½ dry, 6 refill  
 A-Accumulator  
 AC-A.C. Spark Plug  
 B-A.C. and Industrial Wire Cloth Products  
 Ca-Carburator

Ch-Chain  
 D-4 dry, 6 refill  
 d-Top 9907, Middle 125  
 F-F Head motor  
 f-A. C. United Specialties and Industrial Wire Cloth Products

G-Gear  
 HH-Hoodlalls-Hershey  
 Ho-Holley  
 I-L Head motor  
 j-"88", 119½; "99", 122  
 J-Overhead valve

K-Link Belt or Morse  
 LB-Link Belt  
 M-Morse  
 N¹-Optional at extra cost  
 N-No  
 RP-Rochester

Products  
 St-Stromberg  
 T-Tillotson  
 V-Various  
 Y-Yam  
 Zn-Zenith

**ONCE AGAIN  
AN AMAZING NEW STUDEBAKER  
IS THE TALK OF THE WHOLE  
AUTOMOBILE WORLD!**

***Studebaker's  
sensational '51  
V-8 Commander***



**THE EIGHT  
AMERICA RATES AS GREAT!**



The Sign of

**NEW  
LIFE**

**for Your Shop!**

**SEE YOUR KOPPERS AMERICAN HAMMERED JOBBER** for full information on how you can become a *Certified Engine Expert*. Learn how you can cash in on the proved-in-practice sales helps that have boomed business for hundreds of shops like yours. And make it a practice to see your Koppers A-H Jobber whenever you have pistons to be resized. He has exclusive *Koppers Koetherizing®*—which expands a set of pistons in less than five minutes—with permanent precision—for less than a dollar per piston! KOPPERS COMPANY, INC., *Piston Ring Dept.*, Baltimore 3, Md.



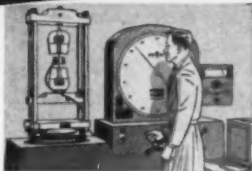
...with a **GREAT RING.**



to put **NEW LIFE** in your re-ring jobs!

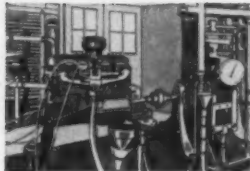
*K-Spun is PROVED best!*

Guaranteed against breakage for the life of the engine, Koppers K-Spun Piston Rings give you the surest way to eliminate blow-by, restore power and provide positive oil control in car and truck engines. They help you turn out ring jobs that won't come back to cut your profits and jam up your shop. They build your reputation . . . and your business . . . by insuring ring jobs you can be proud to call your own!



#### IN THE LAB . . .

Exhaustive tests in Koppers' piston ring laboratory prove that K-Spun Piston Rings are twice as strong as conventional rings—have four times greater resistance to combustion shock, much greater wear resistance because of Koppers' centrifugal casting process.



#### ON THE DYNAMOMETER . . .

Engine tests show that K-Spun Rings provide a tight seal that keeps the full force of the explosion inside the chamber for full-power output. K-Spun-equipped engines maintain full power longer because K-Spun has 15% to 17% more wear resistance than ordinary cast iron.



#### ON THE ROAD . . .

K-Spun Rings have brought new driving performance to thousands of cars in millions of miles of motoring. And Koppers K-Spun Rings—made especially for today's high-compression engines—are guaranteed against breakage.

...with a **GREAT PROMOTION.**

to put **NEW LIFE** in your sales!



*Powerful Consumer Advertising!*



Hard-hitting Koppers K-Spun ads will reach millions of motorists in the pages of The Saturday Evening Post, Time and Newsweek. They will plug the common-sense advantages of good car care. They will offer a free "New Life" booklet. They will produce thousands of new business leads for Koppers "Certified Engine Experts" everywhere!

*A red hot sales plan!*

As a Koppers "Certified Engine Expert," you will receive the tested Koppers Sales Booster Plan. It shows you how to hold old customers, get new customers, boom your business. It gives you a book full of sales information—plus plenty of sales helps to use right in your community!



**SPECIAL STREAMERS!**



**SALES TRAINING MOVIE!**



**ENGINE CHARTS!**



**GUARANTEE TAGS!**

**PLUS . . .** Reduced-rate ticket cards • Break-in instruction leaflets • Specification charts • Newspaper mats • Radio scripts • Handbills • and lots more!

# CURRENT PASSENGER-CAR SPECIFICATIONS

## Timing, Battery, Brakes, Etc.

MAKE AND MODEL	IGNITION AND TIMING								Battery	Clutch Facings				Brakes		
	Breaker Gap (.)	Spark Plug Gap (.)	Tappet Clearance Intake (.)	Tappet Clearance Exhaust (.)	Intake Valve Opens b or a TDC	Cam Angle (degrees)	Breaker Point Arm Tension (ozs.)	Cyl. Head Bolt Tension (ft. lbs.)		Cool. System (Qty.) No heater	Make	Thickness	Outside Diameter		Inside Diameter	Type
BUICK 40 Sp. & 44 Cust. Sp	15	25	15h	15h	13°b	X	19-23	65-70W	100N	13.5	L Bb	.125 10	6	H	RW	
BUICK 60 Super	15	25	d	d	13°b	X	19-23	65-70W	100N	13.5	L Bb	.125 10	6	H	RW	
BUICK 70 Roadmaster	15	25	d	d	14°b	X	19-23	65-70W	120N	18	None	used		H	RW	
CADILLAC 61	13-18	35	au	au	24°b	31	19-23	65-70	115N	18	L <sup>3</sup>	.137 10 1/2	7	H	RW	
CADILLAC 62	13-18	35	au	au	24°b	31	19-23	65-70	115N	18	L <sup>3</sup>	.137 10 1/2	7	H	RW	
CADILLAC 60	13-18	35	au	au	24°b	31	19-23	65-70	115N	18	L <sup>3</sup>	.137 10 1/2	7	H	RW	
CADILLAC 76	13-18	35	au	au	24°b	31	19-23	65-70	115N	18	L <sup>3</sup>	.137 11	7	H	RW	
CHEVROLET Styleline and Fleetline Sp. & DeLuxe	18	35	06h	13h	1°a	34	17-21	70-80W	100N	15	O	.136 9 1/2	6 1/2	H	RW	
CHEVROLET Sty. & Fleet. (with Powerglide Drive)	18	35	d	d	16°b	34	17-21	70-80W	100N	15	None	used		H	RW	
CHRYSLER Royal & Windsor	20	35	08h	10h	12°b	34 1/2-38	17-20	EW	120P	17	Bb	.125 9 1/2	6	H	Ps	
CHRYSLER Saratoga & N. Y.	18	35	08h	10h	12°b	27-30 1/2	17-20	EW	135P	21	Bb	.125 10	6	H	Ps	
CHRYSLER Crown Imperial	18	35	08h	10h	12°b	27-30 1/2	17-20	EW	135P	21	Bb	.125 10	6	K	Ps	
CROSLEY Model CD	20	25	04	06	5°b	46	17-20	No	90P	4	O	.125 6	4	G	AW	
DeSOTO S-14 DeLx. & Custom	20	35	08h	10h	12°b	34 1/2-38	17-20	EW	114P	17	Bb	.125 9 1/2	6 1/2	H	Ps	
DODGE Cor., Mead. & Way...	20	35	08h	10h	8°b	34 1/2-38	17-20	EW	105P	15	Bb	.125 9 1/2	6	H	Ps	
FORD & Custom 8 Cyl.	14-16	29-32	13-15	17-19	5°b	26-28 1/2	17-20	65-70	90P	22	L	.126 9 1/2	6	S	RW	
FORD & Custom 6 Cyl.	24-26	29-32	13-15	17-19	11°b	35-38	17-20	65-70	100P	17.3	L	.125 9 1/2	6	S	RW	
FRAZER Std. & Man.	20	32	14	14	10°b	38	17-20	30-35c	100P	13	T	.126 9 1/2	6	H	RW	
HUDSON Pacemaker	20	32	08	10	7 1/2°b	38	17-20	70-75W	100P	18 1/2	O	.203 9 1/2	6 1/2	D	RW	
HUDSON Super 6	20	32	08	10	7 1/2°b	38	17-20	70-75W	100P	18 1/2	O	.203 9 1/2	6 1/2	D	RW	
HUDSON Super 8	17	32	08	10	10 1/2°b	27	17-20	45-50W	120P	18 1/2	O	.203 9 1/2	6 1/2	D	RW	
HUDSON Hornet	20	32	08	10	7 1/2°b	38	17-20	70-75W	120P	18 1/2	O	.203 9 1/2	6 1/2	D	RW	
KAISER Spec. & DeLuxe	20	32	14	14	10°b	31-37	17-20	30-35c	100P	13 1/2	Bb	.126 9 1/2	6	H	RW	
HENRY J	20	30	16	16	9°b	41 ± 1	17-20	60-65	100P	10.8	Bb	.132 8 1/2	5 1/2	H	RW	
HENRY J DeLuxe	20	30	16	16	5°b	38 ± 1	17-20	60-65	100P	9	Bb	.128 8 1/2	5 1/2	H	RW	
LINCOLN Cosmopolitan	14-16	29-32	O	O	5°b	26-28 1/2	17-20	65-70	120P	34 1/2	L	.125 10 1/2	7	S	RW	
LINCOLN	14-16	29-32	O	O	5°b	26-28 1/2	17-20	65-70	120P	34 1/2	L	.126 10 1/2	7	S	RW	
MERCURY	14-16	29-32	13-15	17-19	5°b	26-28 1/2	17-20	65-70	100P	22 1/2	Bb	.125 10	6 1/2	S	RW	
NASH Statesman	18-24	30	15	15	8°b	35	17-21	60W	90P	14	Bb	.125 8	5 1/2	H	RW	
NASH Ambassador	18-24	30	15	15	8 1/2°b	35	17-21	70W	105P	17	Bb	.125 10	7	S	RW	
NASH Rambler	18-24	30	15h 16c	15h 18c	6°b	35	17-21	60-65W	90P	11	Bb	.125 8	5 1/2	H	RW	
OLDSMOBILE 76	20	40	08h	11h	5°b	35	17-21	60-70W	100N	18 1/2	Bb	.126 10	7	H	RW	
OLDSMOBILE 88 & 98	12-17 1/2	30			14°b	22	19-23	60-70W	115N	21 1/2				H	RW	
PACKARD "200"	12 1/2	26-30	07	10	15°b	Z	U	60-62	100P	19.9	L	.125 10	6 1/2	H	RW	
PACKARD "300"	17 1/2	26-30	au	au	15°b	Z	U	60-62	100P	19.9	L	.125 10 1/2	7	H	RW	
PACKARD "400"		26-30	au	au	15°b	Z	U	60-62	120P	19.9	au	au	au	H	RW	
PLYMOUTH P-19 DeLuxe	20	35	08h	10h	12°b	34 1/2-38	17-20	EW	100P	15	Bb	.125 9 1/2	6 1/2	H	Ps	
PLYMOUTH P-20 DeL. & Sp. DeL.	20	35	08h	10h	12°b	34 1/2-38	17-20	EW	100P	15	T	.125 9 1/2	6	H	Ps	
PONTIAC 6 Model 25	22	23-28	12h	12h	5°b	31-37	17-21	60W	100N	18 1/2	Im	.125 10 1/2	6 1/2	H	RW	
PONTIAC 8 Model 27	16	23-28	12h	12h	5°b	21-30	19-23	60W	100N	19 1/2	Im	.125 10	6 1/2	H	RW	
STUDEBAKER Champ. 10G.	20	22-27	16c	16c	15°b	33 1/2	17-20	45-50W	100P	10	Bb	.125 8	5 1/2	H	RW	
STUDEBAKER Comdr. H.	13-18	33-37	14-16	14-16	11°b	22-29	17-20	45-50W	100P	17 1/2	Bb	.125 9 1/2	6	H	RW	
STUDEBAKER Land C. H.	13-18	33-37	14-16	14-16	11°b	22-29	17-20	45-50W	100P	17 1/2	Bb	.125 9 1/2	6	H	RW	
WILLYS Jeepster & Sta. Wag	20	30	18	16	9°b	51	17-21	60-65	100N	11	Bb	.126 8 1/2	5 1/2	H	RW	
WILLYS Jeepster & Sta. Wag.	20	30	14	14	5°b	38 1/2	17-21	60-65	100N	9	Bb	.125 8 1/2	5 1/2	H	RW	

### ABBREVIATIONS

1-10" on DeLx. with std. 3-speed transmission.	b—Before	h—Hot	T—Borg & Beck, and Auburn
2-7" on DeLx. with std. 3-speed transmission.	Bb—Borg & Beck	Im—Inland Mfg.	U—Auto-Lite 18-23, Delco 17-21
3-Series 61, 75 and 86 Comm.—Hydra-Matic Trans., Std. on 62-60 Series.	c—Cold	K—Hydraulic; disc type	W—Warm
*—Self-adjusting, self-centering	d—Hydraulic valve lifters	L—Long Mfg.	X—Do not recommend using dwell meter for setting breaker point gap
a—After	D—Duo Automatic	N—Negative	Y—Tolerance of one degree, plus or minus, allowed in adjusting
au—Automatic	E—Nuts 52 to 57, cap screws 65 to 70	O—Oen	Z—Auto-Lite 27, Delco 31
AW—All Wheels	f—without heater. With heater add 1 qt.	P—Positive	
	G—Hydraulic Spot-Disc	Ps—Propeller shaft, rear transmission.	
	H—Hydraulic	RW—Rear service brake	
		S—Duo Servo	

*Alford*  
A.P.C.  
*American*  
*Brakeblok*

BALKAMP

Belden

BRIDGEPORT

BRIGGS

BROWN LITE

CELORON

DETROIT

DITTLER

DUCKWORTH

ECHLIN

FEDERAL

*Alford*  
GRAPHO

MARTIN-SENOUR

MicroTest

Modac

Monmouth

New Britain

*Alford*  
PRECISION

PURITAN

RABITAN

*Alford*  
RAYMOND

Soundmaster

STANDARD

Spicer

Thomson

WALTE

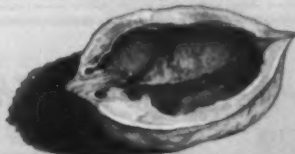
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# Quality Parts— Quickly Available

IN A NUTSHELL, THAT'S THE BIG REASON WHY



*Your NAPA Jobber  
is a Good Man to Know!*

• Your NAPA Jobber is more than just another parts jobber. He is part of the nation's largest independent parts organization. And, along with the parts he sells, your NAPA Jobber offers certain undeniable and exclusive advantages to you.

**For example:** NAPA Warehouse Service, backing up your NAPA Jobber's own broad stocks. This vital service puts master stocks of quality parts "right in your own front yard"—no farther away than the nearby NAPA Warehouse. Emergency orders, rarely needed parts—your NAPA Jobber can usually get them for you overnight or quicker.

**For example:** NAPA's "Assurance of Quality" Seal, your assurance of genuine quality in every purchase. And this assurance includes a broad range of parts covering the vast majority of your require-

ments for cars and trucks of all makes.

**For example:** The lines your NAPA Jobber stocks are lines you know. And your customers know them because NAPA is a consistent advertiser in *The Saturday Evening Post* and *Collier's*. Many NAPA lines are widely used as original equipment. In every case, they are recognized by automotive engineers as meeting the highest standards for quality, performance and service.

• • •

These are but a few of the real and worthwhile advantages that come to you when you do business with your NAPA Jobber. There are many more. And it will pay you to find out about them . . . by concentrating your purchases with your NAPA Jobber. Every day, you'll see more reason to believe: "Your NAPA Jobber is a Good Man to Know!"

NATIONAL AUTOMOTIVE PARTS ASSOCIATION • DETROIT 1, MICHIGAN

**N.A.P.A.** is the largest  
*Independent Parts Organization in the Industry!*



**Readers are invited to contribute to—**

## SHOP TALK—

## HAVE YOU SEEN IT?

You've missed something if you haven't seen the calendar sent out this year by Hamrick Motor Co., Ford dealership at Greenwood, Miss.

L. Flowers Hamrick always sends out an attractive one, but this year's is especially pleasing

to the eye, as it portrays "The Farmer's Home—Summer." In a world so busily engaged as today, the calendar's authentic rural scene easily sets in motion a lot of reminiscing by anyone who has ever lived where the family horses have pranced from the shed and chickens have meandered across the front yard. The scene

**A column of informal comments about the automotive trade and its problems.**

is a hand-colored reproduction of a lithograph by Currier & Ives.

## THAT'S THE TICKET!

These tickets were received about 85 years too late to admit friends of R. E. "Rudy" Anderson to the exhibition of steam carriages but, enclosed with a more



traditional folder, they carried his best wishes for a happy Christmas and new year.

Anderson, who is editor of *NADA Magazine*, ran across the original ticket from which these were reproduced while gathering material for his book, "The Story of the American Automobile," published last year.

## WHAT'S THE RATE?

*Baltimore, Md.*

Dear Sir:

I would like to know the average hourly rate of pay automobile mechanics are receiving in Baltimore and also the rate for shop foremen. If you don't have figures for Baltimore, please send figures for the entire East and South.

RECTOR R. SEAL

We don't have the exact figures you requested but we are sending

**Please address any comments to: Shop Talk, Southern Automotive Journal, 806 Peachtree St., N. E., Atlanta 5, Ga.**

**STOPPERS at the SHOW!**

**EIS**

Recognized as the standard for replacement. Designed, manufactured, and packaged and priced to meet the needs of service stations and distributors.

**THE COMPLETE BRAKE PARTS LINE**

Master Cylinder  
Slave Cylinder  
Brake Caliper  
Brake Pad  
Brake Shoe  
Brake Drum  
Brake Wheel Cylinder  
Brake Hose  
Brake Line  
Brake Bleeder Valve  
Brake Adjuster  
Brake Lever  
Brake Pedal  
Brake Master Cylinder  
Brake Slave Cylinder  
Brake Caliper  
Brake Pad  
Brake Shoe  
Brake Drum  
Brake Wheel Cylinder  
Brake Hose  
Brake Line  
Brake Bleeder Valve  
Brake Adjuster  
Brake Lever  
Brake Pedal

**THE COMPLETE BRAKE**

**THE COMPLETE BRAKE PARTS LINE**

**THE COMPLETE BRAKE**

**THE COMPLETE BRAKE PARTS LINE**

**20 EIS WAREHOUSES** are ready to serve you almost anywhere in the world.

Order from your jobber or write us direct for information on the Complete EIS Line

**EIS AUTOMOTIVE CORP. Middletown, Conn.**

**NEW** **NEW** **NEW**  
*Delco*  
 presents ...

## HEAVY-DUTY SHOCK ABSORBERS

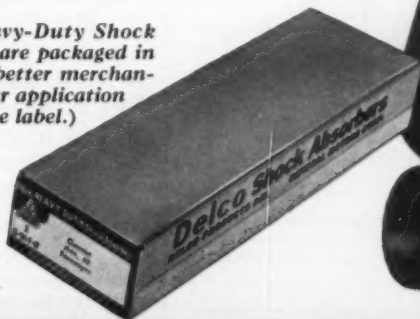
for Heavy-Duty Passenger Car Service

Wherever shock absorbers have to take a beating—as in taxicabs, salesmen's fleets, or in regions where the going is rough—that is the shock absorber that *can* take it and keep on taking it.

It's a precision-built, factory-engineered, long-lasting unit that assures balanced ride control under severe operating conditions.

These heavy-duty shocks are just the thing for your customers' cars that get extra hard use. You can replace the shock absorbers of most late-model cars and many older models with this new extra-sturdy unit, easily and quickly—no drilling, no special brackets required. Obtainable now for 14 passenger car makes.

*Delco Heavy-Duty Shock Absorbers are packaged in pairs, for better merchandising. (Car application data on the label.)*



**DELCO SHOCK ABSORBERS—  
 A UNITED MOTORS LINE**  
 Available Everywhere Through  
 UNITED MOTORS DISTRIBUTORS

# DELCO Hydraulic Shock Absorbers

you the latest information we have on flat-rate scales over the South. Since the usual split between the shop and the mechanic is 40-60, 45-55 or 50-50, we hope this will give you a close enough idea of rates for mechanics.

#### A MAN'S WORLD, YOU SAY?

He had given his wife the expensive car strictly for her pleasure. But a persistent squeak and minor mechanical troubles had

meant repeated trips to the service department and the car had brought anything but pleasure to this couple in a Southern city.

Finally at breakfast one morning the man could stand it no longer. "Do whatever you like," he told his wife, "but it's your car and I don't want to hear any more about it."

As soon as he left the house, his wife put through a long-distance call to the car factory. After talking to several people, she was connected with a top-rank official.

She told him in detail of the trouble she had had with the car and of the poor service she felt she had received at the dealership.

The official tried to calm her and suggested that she take the car back one more time. He would contact the dealership and he guaranteed that everything would be adjusted to her complete satisfaction.

"All right," she said, "but if everything isn't fixed, I'm going to call the president of the factory and tell him what you said and what happened. And if that doesn't work, I'm going to drive the car to Detroit so you and he can make the adjustment personally. I don't work so I have plenty of time. I wouldn't mind the trip at all."

The lady took her car to the service department that same morning and the dealership did everything but roll out the red carpet. Apparently the trouble finally was corrected. At least there have been no reports of any factory officials in Detroit having their morning coffee disturbed by the sudden appearance of an irate lady from the South.

#### Warning Brings Volume

(Continued from page 46)

chanic will be on an individual footing. To the mechanic who exceeds \$1,000 in customer paid labor a prize in cash, merchandise like furniture or a trip for the family, and one month's membership in the club will be awarded. With family prizes as incentives, it is hoped that wives will get behind the men and start pushing. Then a real boom in sales volume may be expected.

#### Byron H. King, Sr., Dies at Orlando

BYRON H. King, Sr., a pioneer in the automotive business in the Southeast, died recently at Orlando, Fla., after several months' illness. He was 76.

A native of Centerville, Ga., King began his career with a carriage maker in Atlanta. He was with the Buick Division of General Motors before opening a dealership in Orlando in 1930.

Two of his sons are dealers in Orlando, Byron H. King, Jr., of Orange Buick Co. and William G. King of King White Truck Sales.

## What's the best way to repair a cracked water jacket?\*

You will find complete, step-by-step instructions on new ways to make this and other crack repairs in the new Tinchcr CRACK REPAIR Manual. Fully illustrated by drawings like the ones shown here in reduced size, this big manual covers such subjects as "Types of Cracks and Their Causes" . . . "Why Repair Cracks?" . . . and "How to Analyze The Problem." It tells, too, how the Tinchcr Electro-Mechanical Process can save you time and bring you unusually attractive profits.

**Free!**

Send coupon for this valuable book now!



**TINCHER**  
*Alloy-Seal*

Wholly owned subsidiary of  
IDEAL INDUSTRIES, INC.

90% of all common cracks in engine blocks and heads can be repaired simply by circulating Tinchcr Alloy Seal as instructed on the can.

**TINCHER PRODUCTS COMPANY**  
903 Borden Avenue, Sycamore, Illinois  
Please send me the Tinchcr CRACK REPAIR Manual, FREE!

NAME \_\_\_\_\_

COMPANY \_\_\_\_\_

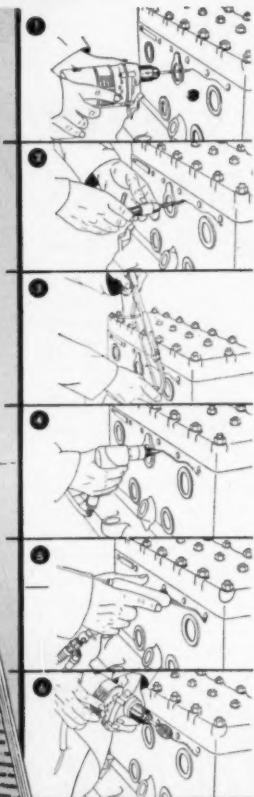
ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

ZONE \_\_\_\_\_

STATE \_\_\_\_\_

JOBBER'S NAME \_\_\_\_\_



# New Golden Opportunity for You!

with the NEW "BEAR"

## "321" WHEEL STRAIGHTENER:



NOW... you can  
**STRAIGHTEN**  
 steel and disc  
**WHEELS**  
 with the **TIRES ON!**

Another  
**Golden "BEAR"**  
 for extra profits!

You tap new, important sources of added profits when you put the new low-priced, money-making, labor-saving "Bear 321" Wheel Straightener to work for you.

The wheel straightening business is getting bigger every day. Not just from wrecks! Practically every brake and balancing job gives you an opportunity to inspect wheels and a big percentage will present you with a wheel straightening profit opportunity.

With the average wobbly wheel it is not necessary to remove tire and remount! That means more jobs at prices customers will okay with bigger profits for you! Only badly bent rims and damaged hubs require tire removal. The New "321" makes these tough jobs easier to fix than ever before.

See your "Bear" Jobber today or write for the complete story contained in the new "321" Catalog Bulletin. Bear Mfg. Co., Dept. S-1, Rock Island, Illinois.



**FEATURES Like These**  
 Guarantee You More Profit On  
 Every Wheel Straightening Job!

- NO MORE EXPENSIVE INDIVIDUAL DIES adjustable device fits any hub.
- LOCKS WHEEL IN POSITION so corrections are made without distortion.
- CHECKS CORRECTIONS WHILE WHEEL IS MOUNTED IN POSITION—saves time and tempers.
- NEW PRESSURE BAR APPLIES HYDRAULIC PRESSURE ALL WAYS.
- NEW MICROMETER-ACCURATE ADJUSTMENT INDICATOR.
- HANDLES ALL WHEELS including 8.20 x 15.

NATIONALLY ADVERTISED



# "BEAR" SAFETY SERVICE

Trade Mark Registered U. S. Patent Office

SOUTHERN AUTOMOTIVE JOURNAL for JANUARY, 1951

Dear Bill,

Glad to hear you got a raise in wages, Doc. True merit cannot go forever unrecognized, you know. But the fact that your pay check is slightly smaller each month after the raise is strictly between you and your income tax collector. I can't give you any assistance along that line.

As a matter of fact, the troubled international situation has hit us a few licks besides the income-tax increase some months ago. Some of our most promising



for greater safety



## emergency lites

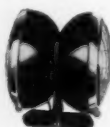
POLICE - FIRE - AMBULANCES - WRECKERS - SNOW PLOWS

### IMPROVED 2-WAY LITE

**KD 868** New simplified design . . . exceptionally strong construction . . . diameter 5" . . . mountable anywhere. Red-Red, Red-Amber, Red-Blue, Blue-Blue. Crinkled finish lens diffuses light. Two reflectors with 21-cp bulb. Flasher not included . . . order KD 2565.



KD 868



KD 254D  
DUALITE

#### DUALITE

**KD 254D** Two-way lite . . . cab or fender mounting . . . 7" lens . . . Blue-Blue, Red-Red, Amber-Amber, Amber-Red, two 21-cp bulbs. Three holes in each heavy gauge bracket for mounting

. . . extra plate reinforces body bolt holes. Black body . . . stainless steel doors. Flasher not included . . . order KD 2569.

#### SEALED BEAM RED

**KD 860E** Black  
**KD C860E** Chrome

Glass Sealed Beam 4013R bulb. Fits any car or truck . . . bumper bar clamp for easy mounting. Flasher not included . . . order KD 2567.



KD 860E

#### BLUE OR RED

**KD B861E** Black  
**KD C861E** Chrome

Silver plated brass reflector. 32-cp bulb. 6" lens . . . designed for highest emergency lighting efficiency. Single screw holds one-piece door rigidly in place. Easy mounting on any car or



KD 861E

#### ECONOMY LITE

**KD 853** Silver plated reflector. 32-cp bulb. 4 1/2" Red Lens. Roof or fender mounting. Flasher not included . . . order KD 2567.



KD 853

**KD C853** Brass Body . . . Chrome Finish.

**KD SD853** Black . . . Stainless Steel Door.

REGISTERED BY BONDERITE truck. Flasher not included . . . order KD 2567.

# K-D Lamp Company

1910 ELM STREET • CINCINNATI 10, OHIO  
WAREHOUSES: CHICAGO • LOS ANGELES • NEW YORK

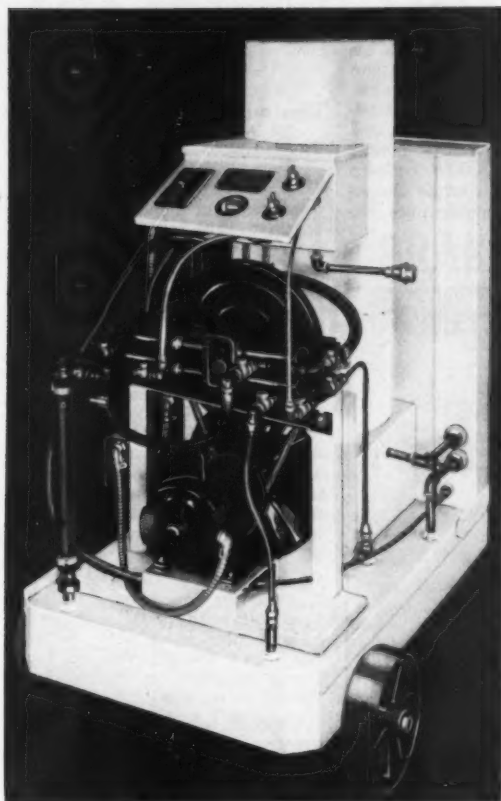


young mechanics have got their "greetings" from the draft board—or are expecting them. And whenever we make a purchase, we find a 10 or 15 per cent increase in cost has been tacked on, which ain't hay on some of the more expensive items. Inflation is not so easy to pass on to our customers, either, so we are going to try to absorb as much of it as we can by more efficient operation and better care of our tools and equipment.

Our steering and alignment department has been making hay since the price of tires was hiked upward. Motorists are more interested in saving rubber by proper alignment when their tires cost more, it seems, for they have been buying alignment work and wheel-balancing jobs at an increased pace. But you still have to ask them to buy the jobs, if you want to be the one who gets 'em—and we do.

Shot shock absorbers are the cause of a lot of unexplained tire wear, and when you are really looking for trouble a lot of shocks can be sold. I wouldn't be a bit surprised if many accidents weren't caused by bad shocks. It's impossible to maneuver a car sharply or properly brake it down from high speeds when the spring action is uncontrolled by a good set of shocks. I've seen cars on the road actually pull their wheels clear off the pavement after hitting an unexpected dip when their shocks were too weak to control the first downward sweep of the body and consequently couldn't hold the upward bounce that resulted. There probably isn't one driver in a dozen that realizes how important shocks are to proper control of the vehicle. Most of them think they are merely sacrificing "comfort" if they neglect shocks. Just another selling job for us.

# Trouble-Free Steam Cleaning



## THE FINEST STEAM CLEANING UNIT EVER MADE

Monel and other rust and corrosion resistant metals are used wherever required.

Steam Hose is steel wire wrapped and tested at 1,000 PSI.

Solution Tank is continuously and automatically agitated.

Automatic and easily adjustable pressure control switch, standard equipment on all "HT" models.

Models HT-23, HT-24, and HT-25 (HT-24 is illustrated) are all of the same capacity — 100 or more gallons per hour of saturated steam vapor and chemical solution or up to 350 gallons per hour rinsing ability.

**SPONTANE**  
STEAM CLEANER

Consult Your Jobber or Write Us Direct

**SPONTANE MANUFACTURING COMPANY** — Owned by Hall's Inc.

110 Pear St. S.E.

Atlanta, Georgia

See how mechanical improvements in the new **SPONTANE STEAM CLEANER** offer operational savings and new profit opportunities for service shops

- **NEW** — Quadruple pumping unit handles water, chemical solution and fuel oil simultaneously. All units working in unison guarantee balanced operation for maximum efficiency.

Double protection for heating coils and steam hose is provided by twin pumps furnishing a full flow of water at all times.

Properly mixed chemicals are assured by a single pump unit, devoted exclusively to this purpose, that eliminates failures from clogged coils due to inferior or poorly mixed compounds.

Metered fuel oil is provided by another pump unit for full heating efficiency under all operating conditions.

- **NEW** — "Hydro-Therm" Flow increases efficiency of both fuel oil and chemical solution more than 50%, by keeping them **HOT** at all times. This advanced engineering also enables operators to use low cost fuel oil where kerosene is unavailable.

Normal operating pressure, for best cleaning results, is approximately 80 pounds, however, up to 150 pounds is possible with ALL HT models.

Model HT-26 is actually TWO COMPLETE units mounted in a single handsomely designed cabinet and will operate singly or both in unison providing DOUBLE capacity when required.

Spontane is also made in a conventional unit, in that chemical solution is pumped through the heating coil.

However, it is first premixed with hot water, lessening the chance of damaging check valves, pumping units, and heating coils. SP-3 is the lowest priced full capacity steam cleaner on the market.

It's surprising how short-sighted some dealer service organizations can be. We have an extremely high percentage of competitor-sold cars where the owner came to us and gladly paid to have some little difficulty corrected he'd noticed when the car was new—and the other shop failed to correct it. Sometimes stalled him until the warranty was over. Then at meetings they complain that they lose 60 per cent of their service work to independents. I could point out to them the large

number of their customers we are servicing—and we are a dealership—just like they are.

A lot of it is due to their slighting a simple service selling rule of letting the customer sound off on what bothers him most in his new car. Then turn heaven and earth to correct that trouble, which is usually so simple it requires very little heaven and earth turning. After that matter is taken care of, then concern yourself with the routine checks you know to be much more im-

portant than the customer's complaint. He doesn't know much about that important routine stuff, but he darned well knows when you didn't fix the trouble he complained about.

Yrs.  
Ed.

### Tips on Welding

(Continued from page 64)

which lead to the mixing head. This condition leads to the improper mixing of the gases, which in turn results in flashbacks; that is, the gases will ignite and burn back of the mixing head in the torch tubes. This trouble is indicated by the popping out of the flame, and the emission of sparks from the tip, accompanied by a squealing noise.

A flashback causes the torch head and handle tubes to suddenly become very hot. To correct this defect the seat in the torch head should be reamed out, and the mixing-head seat should be trued. The repairs will have to be made by the manufacturer's authorized repair shop, since special equipment is required.

Scored or out-of-round tip orifices will cause the flame shape to be irregular even after the tip has been thoroughly cleaned. Tips found defective in this manner should be replaced.

Clogged tubes and tips cause greater working pressure than normally required to produce the welding flame for a given size tip. The flame produced will be distorted in shape. This condition is due to carbon deposits caused by backfire and flashback, or to the presence of foreign matter which has entered the torch through the hoses.

This trouble is corrected by disconnecting each component part—such as the tip, mixing head, valves and hose; clean each part and blow out with oxygen at 20 to 30 pounds pressure.

The tip and the mixing head should first be thoroughly cleaned with the proper size cleaners.

### Moore Dies at Humboldt

Allen B. Moore, owner of Allen Moore Chevrolet Co., Humboldt, Tenn., died recently of a heart attack. He was 55. Moore had been a director of the Tennessee Automotive Association since 1943 and was a former vice-president.

## ARE YOU A FIRST ORDER VICTIM?



## My Tenth Order of Rags Satisfactory as My First!

Wipe-Master wiping cloths do not scratch! That means more satisfied customers for you. That means more money! Wipe-Master cloths are carefully sterilized and processed—always dependable! Customers such as Esso Standard Oil Company, Counts Automotive Supply Co., C. D. Franke & Company, Inc., National Carbon Company and many

others insist on Wipe-Master for all requirements. The makers of Wipe-Master recognize the exact needs of the automotive trade and never let their customers down. More and more garages and service stations are insisting on Wipe-Master brand cloths every day. Phone your jobber today, or write direct for the name of the Wipe-Master jobber nearest you.

**JOBBER:** Your inquiries invited. It means more satisfied customers to you!

**WIFE-MASTER**  
*Wiping Cloths*

**SOUTHERN WIPERS, INC.**

511 EAST 25TH STREET • CHARLOTTE, NORTH CAROLINA



**SELL**

**EXTRA**

**SAFETY!**

**SELL**

**DELCO**

**BRAKE FLUID!**

It's a fact! Delco brake fluids provide an *extra* measure of protection . . . an *extra* margin of safety in driving. For both Delco Super 9 and Delco Super 11 brake fluids exceed SAE standards for safety—and for quality, too!

Delco brake fluids operate at peak efficiency over a wider range of temperatures . . . help prevent hazardous "vapor lock." Why not sell your customers this *extra* safety . . . this *extra* quality. Sell them Delco Super 9 or Delco Super 11. It's better brake fluid.



**DELCO SUPER 11  
HEAVY-DUTY BRAKE FLUID**

This hydraulic brake fluid was developed to meet the severest requirements of heavy-duty truck and bus braking even under extreme conditions of load, road and weather. Exceeds S.A.E. specifications.



**DELCO BRAKE—A UNITED MOTORS LINE**  
Available Everywhere Through  
**UNITED MOTORS DISTRIBUTORS**

**Delco**

**SUPER 9 AND SUPER 11 BRAKE FLUID • DECLENE • BRAKE PARTS**  
**STANDARD FOR EQUIPMENT • THE STANDARD FOR REPLACEMENT**

**MORaine PRODUCTS DIVISION OF GENERAL MOTORS**

SOUTHERN AUTOMOTIVE JOURNAL for JANUARY, 1951

## Maintaining the Distributor

(Continued from page 65)

ball bearings, use Delco-Remy cam and ball-bearing lubricant or another good, non-bleeding, high-melting-point lubricant. If the distributor has a sealed tachometer, or governor-drive gear chamber, lubrication with No. 2½ grease is needed only every 25,000 miles. Gear chambers equipped with grease cups require one full cup of No. 2½ grease every 5,000 miles.

Some distributors employ a built-in lubrication reservoir, which needs refilling only once each 10,000 miles, or 200 hours of service under normal operating conditions. Refill this type with No. 20-W oil, after removing the oil plug. Seal the oil plug with a compound that will hold against oil when replacing it. Care must be taken that the oil plug on this type of unit is not confused with the grease fitting used on other distributors. Grease forced into the oil reservoir will not properly

lubricate the distributor shaft, and bearing failure will result.

Other points to lubricate include the breaker cam, which requires merely a trace of non-bleeding, high-melting-point lubricant every 5,000 miles. If the unit has a cam lubricator on it, grease the cam every 10,000 miles and install a new cam lubricator when the felt appears worn. Put one or two drops of No. 10-W oil on the breaker lever pivot and three or four drops on the felt wick under the rotor every 5,000 miles.

Don't forget the breaker plates when lubricating. Ball-supported breaker plates require a small amount of Delco-Remy cam and ball-bearing lubricant, or equivalent, on each ball every 5,000 miles. Add three or four drops of No. 10-W oil to the felt wick between the plates of center-bearing breaker plates at the same intervals.

Remember that too much oil can be as bad as too little. Wipe off overflow as excess oil has a nasty way of getting on the contact points and causing them to burn.

### Inspection Plus Adjustment

As a prelude to any inspection of the ignition distributor, first check the condition of the battery and the distributor cables. Then check the vacuum advance mechanism of the distributor. On the type which rotates the entire distributor, turn the distributor in its mounting by hand and release it. The vacuum advance spring should return to its original position without sticking. On the type which rotates only the breaker plate, turn the plate by hand. The breaker plate must return to its original position smoothly when released.

To check the centrifugal advance mechanism, turn the breaker cam in the direction of rotation and release it. The advance springs should return the cam to its original position without sticking.

Next, wipe out the distributor cap with a clean cloth and inspect the cap and rotor for chips, cracks and carbonized paths, which can permit high-tension leakage to ground. Defects of this kind require replacement of the part.

Special attention, of course, must be given the contact points. The point opening, cam angle and

# TOBIN-ARP

## *Pneumatic-Hydraulic*

### MACHINES

For

#### ACCURACY AND ECONOMY

SCIENTIFICALLY ENGINEERED

**PM-100 with KING PIN Boring Equipment**


For Boring:

- PISTON PIN HOLES  
in piston and connecting rod
- ★
- FRONT WHEEL SPINDLES  
without removing brake flanges
- ★
- ROCKER ARMS  
BRAKE CYLINDERS  
STEERING SECTORS
- ★ ★ ★ ★

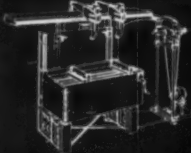
**THE NEW PNEUMATIC Bearing Resizer with internal adjustment for ECCENTRIC BEARINGS**

For Boring:


- INSERT BEARINGS and  
CONNECTING RODS



PM-100



TA-14 and 15  
Precision Line Boring,  
Dial Indicator Centering,  
and Hydraulic Feed



BR-P

**TOBIN-ARP MFG. CO., 2845 Harriet Ave., Minneapolis 8, Minn.**

**TOBIN-ARP Always First  
With the Best!**

**SAVE POWER  
... SAVE OIL  
with**

**MOPAR**

**Power-punch  
piston rings**

For Plymouth, Dodge, De Soto, Chrysler cars, Dodge "Job-Rated" trucks and Chrysler Industrial Engines



MOPAR Power-Punch Piston Rings save power by sealing compression efficiently. They are coated to prevent scuffing. They keep oil consumption low, yet allow necessary lubrication of cylinder walls. Conveniently packaged for easy, time-saving, error-proof installation. Each ring is protectively enclosed in a separate envelope-pocket upon which is printed simple, complete installation data.



**Oil Master Sets**—For re-ring jobs. Designed to restore compression and oil economy without reboring.

**Oil Saver Sets**—For new or re-bored cylinders. Engineered to provide a tight compression seal.



**ENGINEERED, INSPECTED, SUPPLIED  
BY CHRYSLER CORPORATION**



**You can get MOPAR PARTS from dealers for  
PLYMOUTH, DODGE, DE SOTO, CHRYSLER CARS,  
DODGE "Job-Rated" TRUCKS  
and from most general service and repair shops.**

**CHRYSLER MOTORS PARTS CORPORATION • DETROIT, MICH.**

point pressure play vital parts in providing smooth, powerful engine performance. After contact points have had some wear a feeler gauge no longer is accurate for testing point opening, since the feeler gauge measures only between high spots on the point faces and will not indicate the true opening size. The point opening of used points should be checked with a dial indicator for accuracy. If the points need adjustment, loosen the lock screw, turn the eccentric screw and re-

tighten the lock screw after adjustment is made.

Cam angle is tested with a cam-angle meter. Cam angle increases as the point opening is decreased and it is decreased as the point opening is increased. Point opening and cam angle should be set to the manufacturer's specifications.

Hook a spring gauge to the breaker lever and exert pull at a 90-degree angle with the point surface, to get a measurement of contact point pressure. The reading should be taken just as the

points separate. The pressure can be adjusted by bending or pinching the breaker lever spring as required. This pressure must be exact since excessive pressure causes rapid wear on rubbing blocks, cams and contact points, while insufficient pressure will permit high-speed bounce. This condition causes arcing across the points and missing of the engine.

Remove any scale or dirt from the point surfaces with a fine-cut contact file. It is not desirable to attempt to remove all roughness nor to dress the points down smoothly. Never use emery cloth or sandpaper to clean points as particles may embed and cause arcing and rapid burning of points.

The ignition distributor is, at the same time, one of the most sensitive and one of the hardest working units in the engine. Any effort made toward keeping it properly maintained will pay off in smoother, longer-lasting engine performance.

### 1951 Crosley Features High Compression

THE 1951 Superior Sports model is now available with the equivalent of a ten-to-one compression ratio Quicksilver motor as optional equipment, Crosley Motors, Inc., has announced.

The engine is made possible through the use of the Vitameter, produced by Thompson Products, Inc., Crosley said. The unit permits the injection of Vitane, a solution of alcohol, water and tetraethyl lead, into the gasoline mixture from the carburetor only at times when knocking or ping-ing might take place without it, the engineers reported. At other speeds and conditions no fluid is used.

The Quicksilver motor uses regular gasoline. Where octane rating of regular gasoline is low, spark may be retarded or premium gasoline may be used.

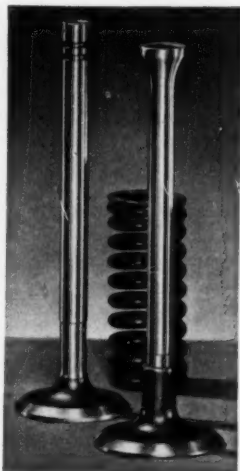
The compression ratio is said to give additional horsepower, better hill-climbing characteristics, high speed and greater economy at any given speed.

### Plymouth Names Louisianan

Ernest G. Edwards is now district manager for Plymouth in Louisiana and southern Mississippi. Edwards has lived in New Orleans since 1929.



help restore that "FIRST YEAR" pep...



## MANLEY *Crosby* VALVES and VALVE SPRINGS

Manley Valve Corporation  
Philadelphia 30, Pa.

District Sales Representatives:  
Lawrence M. Hirsig Co.  
Jacksonville  
J. S. Connell Co., Dallas



## *It's easier than ever to* **Sell FRAM Replacement Cartridges**

It's another great year for Fram Dealers. Another million dollars worth of powerful Fram advertising and merchandising is blasting away at your market to help you sell!

**Fram offers you** Replacement Cartridges to fit most every make of oil filter. Fram gives you a handy Cartridge Checker wall chart that shows at a glance which cartridge to install. And Fram gives you the best in quality and performance with filters and cartridges designed and tested in the finest filtration engineering laboratories known today.

**Three superior types** of Fram Replacement Cartridges . . . the famous Fram Filcron for all Fram Oil & Motor Cleaners, the popular Fram Cel-Pak for all Fram and most other make oil filters, and the Fram Filtronic for high-flow filter installations. All 3 give top performance, top profit, top repeat sales. See your Fram Jobber.

FRAM CORPORATION, Providence 16, R. I.  
In Canada: J. C. Adams Co., Ltd., Toronto, Ontario

### **ONLY FRAM OFFERS YOU COMPLETE ENGINE PROTECTION**

Four great Fram Filters seal out the deadly contaminants that rob miles from engine life . . . remove those formed internally . . . seal in engine power, performance and life.



## Sell Radiator Jobs

(Continued from page 50)

The cars are picked up, motor blocks cleaned and returned in an average of four and one-half hours.

Walker believes in the seasonal approach to the motorist. During the spring and early summer he stresses the removal of anti-freeze and cleaning of motor blocks in preparation for hot weather and vacation trips. In the fall, he bears down heavily with advertis-

ing for the winter changeover.

While priding itself in ability to service anything that rolls, the company also advertises that it "can hand-make any radiator that isn't a standard make."

Walker gives much of the credit for his large volume to his high-type shop personnel. The mechanics are factory-trained and stay up to date on all procedures on cooling systems.

"I know I have the best organization in the radiator business," he declares. "Every man in the

organization can work on anything in connection with a cooling system. There are no delays or bottlenecks, since each man is qualified to handle any job."

The Walker shop, in a modern building 38 by 80 feet, is arranged for working in comfort. It is well ventilated and air cooled and is lighted by modern fluorescent fixtures.

Said by many to be the largest individually-owned, exclusive radiator service in the South, Walker Radiator Works gives one-day service on jobs received through smaller radiator shops. It provides many with latest information on overheating and corrosion and also supplies some with new cores.

## Everybody Earns More

(Continued from page 52)

entire operation. With this set-up any man in the organization, if he is doing a good job for his own benefit, automatically is helping a co-worker earn a larger bonus.

"That," said Young, "is the only purpose of an incentive-pay plan—to draw everyone in it closer together. When everyone is cooperating, there is no opportunity for friction. This cooperative attitude is reflected in the treatment our customers receive and the work that is turned out."

"We have no major personnel problems nor difficulties with high turnover."

Too many incentive-pay plans are set-up so they invite selfishness, Young believes, so he deliberately avoided this. When a plan allows mechanics to draw consistently around \$400 a month in a small Ozark town of about 4,000 population, it speaks well of the plan. This amount is no dressed-up donation. The men earn it. It boosts the dealer's net profit.

And don't be misled by the population of the town. Young is surrounded with competition, both dealerships and garages. But he is doing a good all-around job. He was one of the first eight in the Kansas City zone to receive a Better-Dealer award from Pontiac.

Young uses a standard accounting system that gives him a daily-control record. He finds this system indispensable with his incentive-pay arrangement.

**SHOW IT**  
*and you*  
**SELL IT**

Las-stik's the leader in the polishing cloth field—a better product than ever now with Silicone added to the impregnation.

The handsome metal container makes a fine first impression, and the extra-size cloth—with its stitched edge and heavy nap—looks even better.

**Las-Stik**  
**MANUFACTURING CO.**

HAMILTON, OHIO, U. S. A.

Makers of Las-stik Whitewall Cleaning Pads, Car Wash, Tube Repair Kits, Even-Heat Vulcanizing Patches, Top and Windshield Sealers, Metal Cleaning Cloth.

The Las-stik Polishing Cloth is fine for furniture, too. Tell the missus about it and it's easy to make two sales in one—one cloth for the car, one for use in the home.

IF YOUR JOBBER CAN'T  
SUPPLY YOU, ORDER DIRECT  
FROM FACTORY.

DISTRICT REPRESENTATIVES: Southwest — Lynn & Hemphill, 301 North Market St., DALLAS, 2; Southeast — Wesley O. Aaron, 843 Memorial Drive, S.E., ATLANTA; Kansas & Missouri — E. G. Craft, 804 W. 48th St. KANSAS CITY 2.

**BIG BUSINESS**  
IN A SMALL  
PACKAGE



**NEW**  
*Gatke*  
**DUZ-ALL**

MODERN  
PROGRESSIVE  
SYSTEM

**GATKE DUZ-ALL DEAL**

Relines ALL Passenger Cars and Light Trucks  
(1176 Models) since 1930

**7 GREAT  
ADVANTAGES**

for EVERY

INDEPENDENT SERVICE SHOP  
CAR DEALER AND  
BRAKE SERVICE STATION



1. Unequalled profits per dollar invested.
2. Complete Coverage for every passenger car and light truck with only 4! DUZ-ALL LINER SIZES.
3. No obsolescence losses—absolutely.
4. Added profit on all "Higher Rate" relines.
5. You are never "just out" of any passenger car or light truck set.
6. Reline factory bonded shoes without costly, highly specialized equipment.
7. No elaborate catalog references. A simple chart shows the Five Easy Steps.

*Gatke*  
A GREAT NAME IN BRAKE LINING

GATKE CORPORATION—Automotive Division

General Office 228 N. LaSalle St., Chicago 1, Ill.

Facilities at Warsaw, Indiana and North Brookfield, Massachusetts

## What About TV Ads?

(Continued from page 47)

sults," Wagstaff said, "but we wouldn't do exactly the same thing again. We believe it's very important to vary advertising approaches."

This DeSoto-Plymouth dealer is a brother of J. B. Wagstaff, vice-president of DeSoto Division.

Felix T. Williams, Memphis, Tenn., who operates two used-car lots and a paint and body shop besides his Hudson dealership, is

convinced that seein' is believin'. He has been using television advertising since June and likes the results he has been getting for his used-car operation.

Williams sponsors a full-length film each Friday, beginning at 10 p. m.

"I started using television advertising in connection with mid-gate automobile races last spring," he said. "I was pleased with the results and when the race season ended, I decided to stay with television and picked up the Friday

night film spot.

"While the Memphis and Mid-South television audience is growing by leaps and bounds, I don't feel that television advertising has really had a fair test yet. However, I am satisfied with the results to date.

"So far, I believe I am the only automobile dealer in Memphis who has a regular program. I understand that one or two others have used some spot announcements.

"I haven't used television to advertise new Hudsons but have concentrated on advertising my new used-car lot on Thomas Street in a 'get-acquainted' campaign."

The Earl Hayes Chevrolet Co. of Dallas, Texas, uses a 15-minute program during the week, of which only one and one-half minutes is devoted to commercial effort, the rest being entertainment. On Sunday the program runs 30 minutes.

### What Does It Accomplish?

"But it is very difficult to determine what we are accomplishing," concedes Jack London, service manager.

"At one time I thought that our television show was responsible for a considerable increase in service volume. We got constant comments from people who had seen the show.

"Then, out of curiosity, I checked with other dealers and found that their increase in service volume was parallel with ours. And I also began to realize that much of the comment we got, with inquiries about this or that service operation, came from regular customers. We just don't know what it's really doing for us, if anything. Our contract runs through December," London said last month, "and we'll have to decide then whether to go on, or what."

The Hayes program sometimes gives special attention to a truck that is not moving or a service operation. But for the most part the minute and a half is devoted to institutional promotion.

John H. Lander, president of Lander Motors, Inc. (Dodge-Plymouth), Atlanta, also wondered about the response his television advertising was getting and decided to try a little test on it.

On one television spot announcement the firm offered to give a dash tray—the kind that attaches with rubber cups and holds cigar-



## Look for the "BULGE!"

### Get Briggs SuperRides with 14% extra capacity for Chrysler-built cars

For Chrysler, DeSoto, Dodge and Plymouth front installations, your best bet is the shock with the "bulge"—Briggs SuperRides! The bulge in the lower cylinder marks the reservoir that gives 14% extra fluid capacity. And with that, SuperRides have an extra large  $1\frac{1}{16}$ " working cylinder. They're really oversize, inside and out, to give the smooth, consistent ride your customers are after. Briggs SuperRides for these applications cost no more. In every way, SuperRides are your best buy, and your customer's. Look for the bulge!

**BRIGGS**  
SHOCK ABSORBERS



THE BRIGGS SHOCK ABSORBER COMPANY • CLEVELAND 3, OHIO

Division of The Gabriel Company



# DOUBLE PROTECTION!

## MARTIN-SENOUR thinners and reducers are factory-packaged and factory-sealed

*YOU know what you're getting and you know how it will perform when you use Martin-Senour Lacquer Thinners and Synthol Reducers. Accurate factory formulation and control guard the quality and characteristics. Only Martin-Senour containers are used and these are factory-sealed. So Martin-Senour quality gets double protection.*

### M-S LACQUER THINNERS

**6286**—PREMIUM THINNER for top-quality results. Perfect for hot, humid weather and when smoothest possible finish is desired.

**6295**—"GENERAL USE" THINNER—medium drying. Ideal for all 'round shop use with lacquer colors and undercoats.

**6298**—FAST-DRYING THINNER at an economical price. Often preferred for undercoats.

### SYNTHOL REDUCERS

**8001**—FAST DRY. Ideal for cold weather or where conditions require fast drying.

**8002**—FLEET REDUCER. Slow-drying. Preferred for fleet and commercial work. Or for extremely hot, humid weather.

**8004**—SYMMETRO-FLOW. Phenomenal flow without retarding dust free or drying time.

*At Your N. A. P. A. Jobber's Now.*

## MARTIN-SENOUR

2520 South Quarry Street, Chicago 8, Illinois

*Factory Packaging* ... is the Only Positive Control from Factory to Finisher.



ettes, glasses, etc.—to people who came by the service department and asked for it. The announcement was made only on television.

"We had bought 1,000 trays and had them printed with our name," Lander said. "We knew we could always use them for another promotion if the television announcement didn't bring enough people by."

"But after the announcement was used two or three times, we had to withdraw it. The 1,000 trays were gone. People kept

coming into our service department and showroom asking for them.

"We believe that the visual aspect of television is an important factor in making people remember a product or service. Recently we have run some advertising on our paint department, showing the cars going in and then coming out bright and shiny. This promotion has been successful."

During the fall months the dealership sponsored a 15-minute football forecast. A national-

ly-produced program, the forecast featured a sports announcer who picked the winners for the coming weekend and then showed movies of the teams in action in previous games that season. Local forecasts were worked in also.

Lander Motors has scheduled television advertising for 1951, along with the other media for advertising. Mostly spot announcements are scheduled.

"The increasing use of television by national advertisers has made it hard for local concerns to obtain longer programs—especially during the best hours," Lander commented.

Television is a fine thing for factory advertising, said two other Atlanta dealers, but it's not so effective for a dealership.

#### Reaching Service Prospects

"As far as service goes, we believe we can reach our owners better with direct mail and other forms," one commented. "Our factory has done a fine job of pre-selling the car on a national basis but we don't think we would reach enough prospects to justify the cost of a local program."

Five minutes a day, all of it devoted to dealership promotion, is used by the Van Winkle Motor Co., Pontiac dealership at Dallas, Texas. The program features service, new cars and used cars. But here again it has been found very difficult to trace results, according to Charles P. Bowen, service manager.

"We've been running for about two months," Bowen explained late in November, "but we just don't know how much we benefit."

"Oh, lots of customers who come in comment on our spot and say they noticed it last night. But it's almost impossible to trace tangible results."

"However, it is good for the institution, we are convinced, so we are content to call it institutional advertising and the probabilities are that we'll continue. For we found out that we just can't relax on advertising. When we did, we noticed the difference at once."

"Once we decided our advertising was costing too much and we slowed down. But we could really tell the difference. So we take the position that since we must have advertising, television is a good medium to include. There aren't many dealers using television in our territory now and that's one advantage."

## GET YOUR NEW JOHNSON BEARING CATALOG

**JUST OFF THE PRESS . . .** the new Johnson Automotive Bearing Catalog will bring you up-to-date on sleeve bearings and bushings for all models, old and new. Bigger and better than ever before, it has complete alphabetical, numerical and progressive size listings of main, con-rod and camshaft bearings and piston pin bushings. This Catalog No. 50-CB is your guide for correct replacement bearings. Write today or mail the coupon for your free copy.



Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_  
ZONE

# CASCO... Best Bet for Bigger Sales!

IS YOUR  
AUTOFAN?

• NOISE  
• VIBRATION  
• OVERHEATING  
• INEFFICIENCY?

Make it like new with a

**CASCO**  
RUBBER-BLADED FAN  
HUB ASSEMBLY

\$1.75



## CASCO GLASS WINDSHIELD DEFROSTER

• Securely fastens to windshield with 4 large suction cups. Knurled brass nuts permanently attached to frame. Allows one positioning of suction cups for entire season. Defrosting unit easily removed until needed again.

NATIONALLY  
ADVERTISED  
in Saturday Evening Post,  
Culley's and other  
top magazines!

No. A-15 for 6 volt systems LIST **\$340**

No. A-16 for 12 volt systems LIST **\$390**

All prices subject to  
change without notice.

Winter  
Sales Winners!

## HUB REPLACEMENT ASSEMBLY for 6" RUBBER-BLADED FANS

A huge market awaits you this Fall and Winter for replacing wornout 6" rubber-bladed fans of any make with a Casco Hub Assembly. Motorists need their fans in good working order to remove the blur of sleet and snow from their windshields. You get 6 Hub Assemblies in merchandising package, attractively mounted on selling display. Order now, and cash in.

**\$1.75**

LIST  
No. F-14

NEVER FAILS TO GIVE SAFE VISIBILITY  
THROUGH SLEET, ICE, SNOW AND FOG!

• New Exclusive Switch-Control Plug provides positive "on and off" heat control.  
• Unplugs at defroster with a simple "pull-off" operation.

ONLY WINDSHIELD DEFROSTER MADE  
WITH SWITCH-CONTROL PLUG!

## Finest! Most Dependable! CASCO SPOTLIGHTS

INNER CONTROLLED! SEALED BEAMS!



• Pierces deepest darkness • Turns in complete circle... left or right, up or down • Comfort grip with fingertip switch • Smart, streamlined chrome-plated • Separate pre-assembly insures no electrical disconnections.

JUNIOR: No. S40, Thru-the-Post Mounting. LIST **\$1650**

No. S35, Thru-the-Door Mounting. LIST **\$1700**

STANDARD: No. S41, Thru-the-Post Mounting only LIST **\$1700**

Fair Traded

Now...  
IN SALES  
Coast to Coast!

## CASCO VISORS



Outstanding style, finish and value make it America's leading visor. Beautiful pearl gray Hammerloid enamel on smooth aero-aluminum blends with any car color. It can also be painted to color match a car if desired.

MODEL V-15 fits all 1946-50 cars with center windshield dividers except 1947-50 Studebakers and 1948-50 Hudson. MODEL V-16 fits Studebakers with windshield divider and 1939-40 Fords. MODEL V-17 fits all 1946-50 cars with one-piece windshields except 1948-50 Hudson and 1947-50 Studebakers. **\$2095**

Fair Traded

**CASCO**

FOR NEW AND UNUSUAL AUTOMOTIVE ACCESSORIES, WATCH CASCO  
PRODUCTS CORPORATION • BRIDGEPORT 2, CONNECTICUT

Southeast Repr: LAWRENCE M. HIRSIG & CO.,  
201 Hildebrandt Bldg., Jacksonville 2, Fla.

Southwest Repr: HIRSIG-FRAZIER COMPANY  
Box 1140, 807 Cotton Exchange Bldg., Dallas, Texas

## Are the Men Safer Drivers Than Women? It's Possible!

**A**RE men safer drivers than women?

Are teen-age drivers as accident-prone as reported?

Are the professionally-taught safer drivers than the self-taught?

New light is thrown on these and many other driving questions by a recently-completed psycho-

logical type of survey among more than 1,000 drivers of all ages and both sexes conducted by the American Mutual Liability Insurance Co.

According to Arthur S. Johnson, vice-president and engineering manager: "Analysis of our first sample of tests indicates that

the man generally knows how to drive better. The teen-ager is not adequate in emergencies; the professionally-taught driver is more skillful, but above everything else, it seems certain that the best evidence of a safe driver is actual driving experience—in meeting hazardous situations safely, there is no substitute for driving hours behind the wheel.

"This investigation was a departure from the former patterns of driving studies and dealt almost entirely with the driver's thinking ability when confronted with an emergency situation requiring cool, accurate, split-second decisions in avoiding trouble on the highway," he said. "Indication was given that men excelled over women in handling emergency situations, that the high accident rate of the teen-age drivers is a direct result of their lack of driving experience and that proper pre-driving instruction and training are essential to safety on the highway. But, most important, this survey demonstrated without question that driving skill increases as driving hours provide experience in meeting situations.

### Average Was Too Low

"The average score for all persons tested was 59 out of a possible 100. This average is too low, and may mean that drivers generally are inadequate to prevent accidents. Among male drivers, the poorest score was made by men over 65, mostly self-taught, while in the 25 to 44 age group, they were shown to be at the peak of their driving judgment as well as physical and mental capabilities. Men between 45 and 64, the test reveals, ranked as the second best group. Male drivers under 24 ranked third in scoring ability, the quicker reactions of youth being offset by their quite apparent lack of mature driving judgment.

"As in the case of men, women from 25 to 44 ranked as the most skilled group of distaff drivers. Their scores in this bracket averaged 62.9 points, or only 3.6 less than for men in the same age group. Women 45 to 64 made the lowest score of any age group of either sex. Women and girls under 24 had a slightly lower score than males of their own age."

Summing up the results of the study, Johnson advised that 58.7 per cent of all male drivers made less-than-average scores.

## Looking for something to BUILD NEW BUSINESS... BOOST YOUR PROFITS?



Service Master Hypressure JENNY Combination Steam Cleaner and Cooling System Flusher, with built-in Steam Thoro-Purge.



The minute you put these two profit-partners to work for you, you'll have dozens of extra-income services to offer your customers—services that will bring new customers in and keep them coming back. You'll have all the advantages of Hypressure Jenny for steam cleaning auto motors, front-end grille work, springs, frames, under-chassis areas, plus many other jobs that bring \$12 or more extra profit an hour. And in addition you'll have marvelous Steam Thoro-Purge for reverse-flushing clogged cooling systems.

With Steam Thoro-Purge, you can increase your business as much as \$10,000 a year on cooling system cleaning alone.

You'll make still more money by saving time, labor and expense cleaning shop equipment, tools, driveways, walls, windows, etc. 10 times faster than by hand methods.

If you're looking for something to build new business... boost your profits, here it is!

The FREE BOOKLET, "1001 WAYS TO EXTRA PROFITS" tells all about it. Write for it today!



**HYPRESSURE JENNY DIVISION**  
HOMESTEAD VALVE MANUFACTURING COMPANY

Serving Since 1892

P. O. BOX 99

CORAOPOLIS, PA.



Nearly 400 Oldsmobile dealers and salesmen from Chicago Zone arrive in Lansing for a tour of the Oldsmobile plant. These photographs show part of the largest movement of civilians by chartered planes in the history of U.S. commercial aviation.

# OLDSMOBILE



A GENERAL MOTORS VALUE

## Oldsmobile Dealers and Salesmen "Rocket" to Lansing to See Their Production Partners at Work!

Hundreds of dealers and salesmen have recently made flights to Lansing to inspect Oldsmobile's new production facilities! The renowned "Rocket" Engine plant and the new assembly plant are second to none in the industry. Oldsmobile is naturally anxious to show dealers and their sales forces these new plants. In this way, new enthusiasm is created for the factory and for the great cars which roll off the line at Lansing. "Operation Skyrocket" is a fine example of the teamwork that goes into the production and merchandising of the famous "Rocket" Engine Oldsmobiles!

## GOT A GOOD \$5 IDEA?

will be paid for every time - saver or shop short - cut accepted for publication in this section. A photo or rough sketch will make your idea more valuable. Only original items, not previously published, offered for our exclusive use, can be considered. Send them to: Southern Automotive Journal, 806 Peachtree Street, N. E., Atlanta 5, Ga.

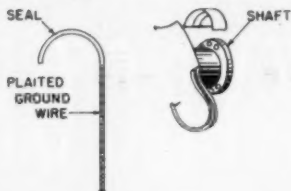


### Replacing Crankshaft Seal On 1940-50 Chevrolets

**T**HIS is the way we minimize time and labor when replacing the graphite - impregnated crankshaft rear-bearing oil seal in Chevrolet cars from 1940 to 1950:

It is common knowledge that the crankshaft must be dropped to replace the upper rear-bearing oil seal. This can be eliminated by taking a plaited wire ground from an automobile radio and

placing the end of the seal in the opening at the end of the ground and pulling the opposite end. This causes the ground to grip the seal.



The next step is to thread the radio ground through the slot that is provided for the seal and pulling the seal in place, disconnect the ground from the seal. This completes the job.—J. T.

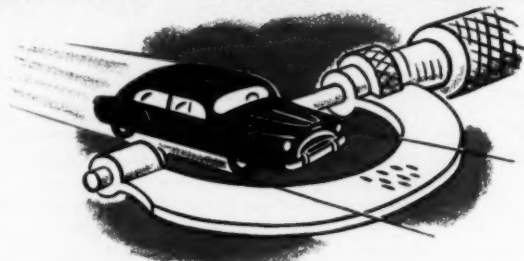
Siniard, service manager, White Motor Sales Company, Athens, Alabama.

### Stopping the Flow From Gas Lines

**W**HEN replacing fuel pumps or disconnecting the gas line for any other reason, here is the way I stop the flow of gas that drains out:

Place a slip-over pencil eraser over the end of the line. One size eraser will stretch to fit most lines and takes up very little room in a tool box. In addition to saving time, this helps to eliminate a fire hazard. — Raymond Calvert, Standard Garage, Mount Washington, Kentucky.

# IMPROVED DESIGN



Yes, Champ-Items has it! Improved design — to do a better job — tested by repairmen who know. Each Champ-Items part is engineered for Easier Service — Better Performance — Driving Safety. **TIME SAVERS — MONEY MAKERS** for every shop.

More than 200 automotive replacement parts featured in Champ-Items catalog — write on your letterhead for a copy. Every up-to-date shop should have one.



**CHAMP-ITEMS, INC.**



**NEW!** No. 477 VENTILATOR WINDOW LATCH for all General Motors and other cars. Can be installed in one minute with screw driver. Come on attractive Display cards or packed 12 to box.

List 40¢ each.  
ORDER FROM YOUR JOBBER

### Speeding Oil Flow On the Ford V-8

**T**O FIX Ford V-8 models that won't take oil fast, take off fuel pump and support as a unit. Pull out breather or filler tube and drill or burn three holes about  $\frac{3}{8}$ " in diameter about one inch from the bottom.

This will let the oil out into the valve chamber and really prevent oil overflowing at the top. This works on the same idea as the 1949-50 Fords. — *Raymond Calvert, Standard Garage, Mount Washington, Kentucky.*

### Freeing Brake Cables On Older Models

**T**O FREE frozen brake cables on older models and emergency-brake cables on late cars, I use a jump battery and cables instead of a torch. It eliminates the fire hazard of a torch and does quick work, as well as being easier to handle on service runs.

For best results, touch battery cables about six inches apart until the full length of frozen cable is covered.—*Raymond Calvert, Standard Garage, Mount Washington, Kentucky.*

### When Installing Piston And Cup on Brakes

**W**HEN installing piston and cup on hydraulic brakes that have one cylinder a shoe, here is a way to prevent damage to cup and speed installation:

Make a small ring squeezer out of galvanized tin or other material. When formed around piston and cup it will easily enter cylinder. A  $\frac{3}{16}$ " bolt through ends will hold it firmly and it can be used several times.—*C. Kernaghan, 2324 Harris, Independence, Missouri.*

### Working Under Dash On Chevrolets

**W**HEN working under the dash on 1949-50 Chevrolets and some other models with both clutch and brake pedal, here's the way I keep the clutch pedal out of the way of my head:

I push the pedal down to the floor and clamp large vise-grip pliers around the brake pedal so the pliers will hold the clutch pedal down. This makes it much easier to do the job.—*Michael H. Nossick, Secretary, Maryland.*

### Checking for Leak In Vacuum Line

**W**HEN checking for a leak in the vacuum line between the carburetor and the distributor, I take the line off the car. Then I hook one end onto the vacuum pump on our testing machine. I place my thumb over the other end.

If the line has a leak, vacuum will show a drop on the gauge. If the line is not at fault, the vacuum will remain steady,

indicating a good line.—*Louis Miller, Roger Sullivan, Inc. (Chrysler-Plymouth), Baltimore, Maryland.*

### Removing Annoying Squeak from Car

**W**E HAVE had a number of complaints about a consistent squeak in some Chrysler products.

Knowing a dissatisfied customer is poor advertising, we do our best to get rid of the squeaks. We



## Your Own Experience Tells You . . . The Thermoid Name Means Top-Quality

When you see the Thermoid name on brake lining it is your assurance that the brake job will be right the first time.

*It's the same with  
Hydraulic Brake Parts*

Always use genuine Thermoid hydraulic brake cylinder assemblies for complete replacement or Thermoid brake cylinder repair kits and parts for precision brake service.

# Thermoid

the standard of precision processing in  
brake lining; brake blocks; hydraulic fluid,  
cylinder assemblies; hydraulic brake parts.  
Thermoid Company • Trenton, New Jersey

have discovered in some cases that the buttons on the courtesy-light switches on the door posts were rubbing against the door of the car.

To eliminate this, I took an ordinary tube patch and stuck it on the door with rubber cement so it would contact the switch, removing the annoying squeak. I have made many of our customers happy with this small amount of effort.—Louis Miller, Roger Sullivan, Inc. (Chrysler-Plymouth), Baltimore, Maryland.

## Here Are Tips on Cleaning And Installing Spark Plugs

**N**O MATTER how well a spark plug is made, its efficiency can be destroyed by careless or improper installation techniques. For this reason, it is essential to understand and apply a few simple rules when installing new or cleaned plugs.

Consider first the all-important

gasket. This apparently simple item serves the two-fold purpose of (1) sealing the plug against compression leakage, and (2) providing a bridge for heat to flow from within the plug to the cylinder head where it is dissipated in the cooling water or air.

To adequately achieve these purposes, new gaskets properly tightened should be used on every job. And "properly tightened" means the use of a torque wrench to measure torque values specified in standard Champion literature. Gaskets insufficiently compressed obviously allow a portion of the hot combustion gases to blow past the plug overheating it. Furthermore, insufficiently-compressed gaskets retard the transfer of heat from the plug to the cylinder head, increasing the plug temperature. As a result, the heat range of the plug is changed, pre-ignition often occurs and plug life is materially reduced.

### Tightening the Plugs

Similar troubles are produced when spark plugs are pulled down too tightly and the gaskets are flattened. In this case, the natural resiliency of the gasket is destroyed and the gasket is unable to expand and contract with temperature and pressure variations encountered in service. In addition, excessive tightening of the plug often distorts or cracks the steel shell, causing internal leakage in the plug.

Occasionally, too, mechanics will bend a gasket to prevent its slipping off the plug threads before installation. The resulting gasket distortion when the plug is tightened often destroys the sealing efficiency of the gasket. To avoid this trouble, a small amount of grease may be placed on the gasket to hold it in place until the plug is properly tightened.

In still other cases, particularly where plugs are seated at an an-



**Here's a NEW Business Builder for YOU!**

*National*

**UNIVERSAL JOINT BALL HOUSING KITS**

Pat. No. 2,406,641

**With the New and Improved —STEEL BALL HOUSING—**

This is another National Assembly that will make you more money by creating more repair business for your shop. It can be sold easily as a low-cost, preventive repair at the first sign of lubricant leakage, noise or vibration around the "U" joint, ball housing and ball seat.

This kit is installed without tearing down the differential and it saves the cost of expensive replacement parts. National Universal Joint Ball Housing Kits enable you to make quicker repairs and thus restore your customers cars and trucks to their original fine operating condition at comparatively low cost.

THE NATIONAL UNIVERSAL JOINT BALL HOUSING KIT With The New and Improved, Oversize Steel Ball Housing Provides:

- **LONGER LIFE**—Due to Oversize Feature.
- **15% STRONGER**—With the precision ground Drive Shaft Housing Repair Unit, the oversize Steel Ball Housing adds 15% in strength to assembly after installation.
- **MATCHED PARTS**—Individually matched parts to assure proper clearances for longer life.
- **QUIETER, SMOOTHER**—Closer fitting parts run quieter, last longer, eliminate vibration.
- **ENCLOSED SEAL** of New Steel Ball Housing keeps out dirt.

Other Parts in the National Line Include:

Drive Shaft Bushing & Seal Assemblies, Drive Shaft Housing Repair Unit K-400 & "Universal" Trans. Case Ball Seat, etc.

Sold Nationally by Leading Automotive Wholesalers.

**Saves Buying A New Drive Shaft Housing**

**Can Be Installed In One Hour**

Write or wire for full information

Conserve Vital Materials

<b>CLIP AND MAIL COUPON</b>	Please send complete information	
	Name.....	
	Address.....	
	City..... State.....	8-1



**NATIONAL MACHINE WORKS, INC.**

PO BOX 4305 OKLAHOMA CITY 9 OKLA.

*Editor's note: This material was prepared by Howard H. Vogel, director of engineering, Champion Spark Plug Co., Toledo, Ohio.*

**Missing something, Mac?**

Mac is getting nowhere with that approach—just as many garage men and service station operators are getting nowhere by neglecting the big Monroe Shock Absorber replacement market.

Millions of cars need new shocks and millions of owners are ready to buy. All it takes is a little selling and that's easy when you recommend Monroe—the shock absorbers that are standard equipment on more makes of cars than any other brand.

Ask your jobber or write direct for details of the money-making Monroe franchise.



## The KEY to more PROFITS... MONROE SHOCK ABSORBERS



**YOUR KEY TO MORE PROFITS** is your customers' key to riding comfort—and that means easier-riding, easier-to-sell Monroe Shock Absorbers. If you don't have one of these colorful Monroe Display Racks with its new "Gold Key" cap—see your jobber or write us today. Here's an item that not only gets attention but keeps you stocked with shock absorbers to fit 85% of all cars on the road.



Monroe Shock Absorbers are standard equipment on more makes of new passenger cars than any other brand.

**MONROE AUTO EQUIPMENT CO.**

Monroe, Mich. — World's Largest Maker of Ride Control Products

gle to the vertical, the gasket may be cocked slightly as the plug is screwed into the cylinder head. To avoid tearing the gasket under such conditions, the plug should be tightened with the fingers until the seat touches the gasket. At this point, the gasket can be pushed into place and the plug can be completely tightened.

So far, we have noted the importance of a properly-seated gasket. Not to be neglected, however, is the matter of cleaning the threads, for several reasons.

For one thing, threads offer another outlet for the heat flowing from the plug to the cylinder head. When these threads are coated with carbon, an insulating barrier is created which effectively retards heat transfer. Obviously, overheating and pre-ignition are encouraged.

Secondly, clean threads simplify the job of obtaining a properly-seated gasket. Too often, plugs will appear to be tightened properly when it is simply a matter of the threads binding. In such

a case, the gasket is not sufficiently compressed and overheating occurs.

Clean spark-plug threads can be obtained through the use of a wire brush. If a wire buffing wheel is used for this purpose, care should be taken that the electrodes and the firing end of the insulator are not damaged. Cylinder-head threads should be cleaned with a clean-out tap or, if none is available, with another used plug with notches filed through the threads. If a used set of plugs is to be reinstalled, a small amount of oil applied to the threads will facilitate installation. In either case, threads in good condition will allow the plug to be seated on the gasket without the aid of a wrench. Needless to say, a deep socket wrench of proper size should always be used to avoid fracturing the insulator.

### Ann Johnson of Memphis Wins First Lion Prize

ANN Johnson, 17, of Memphis, Tenn., has been awarded a \$1,000 one-year college scholarship as the winner of the first prize in the first monthly contest sponsored by Lion Oil Co. Her English teacher, Miss Annokay Tharp, was awarded \$100.

Patricia Foy, 16, of Clarksdale, Miss., won second prize of \$100 and her Latin teacher, Miss Sue Frances Watkins, was awarded \$100. Awards of \$50 went to Alice Azalea Lee of Jackson, Miss., and her social science teacher, Charles H. Wilson, Sr.

From among the six monthly winners of first prizes, the student to receive a \$3,000, three-year scholarship will be selected. Subject for the essays is "Why I Like to Live in the South."

### Packard Workers Get Vacation Payment

APPROXIMATELY \$1,300,000 in lieu of 1951 vacations was paid last month by Packard Motor Car Co. to 7,300 hourly-rated employees. The balance of the 10,800 employees are either on a salaried basis or newly-hired, a company announcement said.

L. E. Peters, special auditor, said about 3,690 workers receiving payment in lieu of next year's vacations have 15 years or more service with the company, and will receive 120 hours' pay at their regular rate.

**SOME PARTS MUST BE PROTECTED AGAINST MOISTURE**



**ECHLIN CONDENSERS ARE AT NO EXTRA COST TO YOU**



**ECHLIN**

*Ignition*

CONTACTS  
COILS • CONDENSERS  
& OTHER AUTOMOTIVE  
ELECTRICAL PARTS

ECHLIN MANUFACTURING COMPANY • 228 EAST ST., NEW HAVEN 5, CONN.



*a super bath!*

→ *we call it liquid honing*

*you will call it the greatest improvement  
in engine bearing manufacture*

*After 80 per cent of the machining has been done on  
Michigan Bearings, they are subjected to a high-powered  
vapor bath. Liquid honing washes away every particle of dust,  
grit and other abrasive material. This exclusive process is but one  
of the factors resulting in a perfect bearing back . . . an example  
of the care taken to give you a product on which you can depend.*



michigan *Hi-Therm* engine bearings

DETROIT ALUMINUM AND BRASS CORPORATION • DETROIT 11, MICHIGAN  
Manufacturers of Original Equipment Engine Bearings for 25 Years

SOUTHERN AUTOMOTIVE JOURNAL for JANUARY, 1951

101

### 300—Spring Lubricant

Moly Disul, a spring lubricant that is said to reduce inter-leaf friction and to stay put in hot and cold weather, is now being used on its leaf springs, it has been announced by Tuthill Spring Co., 760 W. Polk St., Chicago 7, Ill.

In addition to giving quieter per-



formance and longer life, the compound is impervious to water and brine and so makes spring covers unnecessary, a company announcement stated. It



## New PRODUCTS AND CATALOGS

is mixed in powder form with a high-tensile-strength oil for application in a semi-liquid state.

Want more information? Use coupon on page 106 and you'll get it!

## BURD Super Hi-Speed PISTON RINGS



Faithful performers where oil control is a major problem. High flexibility of the cast iron ring assures conformance with cylinder walls. Steel segments installed below the cast ring mean maximum wiping action without excessive wear. They're engineered to whip tough jobs. Install them with confidence!

**BEST COMBINATION FOR OIL CONTROL**  
Here's a great combination for keeping customers car happy. Install Burd Super Hi-Speed—then take the extra step for even better oil control—install Burd Valve Packing. A sensible investment for car owners—an extra profit operation for you. See your Burd Jobber or write us for details.

**BURD SUPER HI-SPEED OIL RINGS + BURD VALVE PACKING**

## BURD VALVE PACKING

Take care of worn valve guides whenever you re-ring. Install Burd, the original top-of-guide Valve Packing. Keeps oil out of the firing chamber; keeps oil in the guide. Easy to install—good for your customers—profitable for you.



**BURD PISTON RING ROCKFORD, ILLINOIS**

PISTON RINGS  
PISTON SKIRT EXPANDERS  
BURD DE-GLAZING TOOL  
GET THEM FROM

**BURD**  
AUTOMOTIVE

VALVE GUIDES  
VALVE PACKING  
Huddell HOT WATER HEATERS  
YOUR JOBBER

### 301—Spray Outfit

The Pressure Maid direct-drive, piston-type, single-cylinder air compressor and paint spraying unit has been placed on the market by Campbell Hausfeld Co., Harrison, Ohio.

Model 50 features splash - type oiling system, cast - iron construction, bleeder - type gun with fluid adjustments, fan and round spray nozzles, clamp-on canister and 15' air hose.

Want more information? Use coupon on page 106 and you'll get it!

### 302—Fire Extinguisher

A one-quart pressurized fire extinguisher that aims and operates like a gun has been added to the line of American-LaFrance - Foamite Corp., Elmira, N. Y.

It is especially recommended by the manufacturer for class B and C fires and other risks involving small oil and



grease fires. Since no pumping is required, it can be operated with one hand. The unit can be pressurized with standard air chucks exerting 150 p.s.i., the manufacturer said. Refill fluid is available.

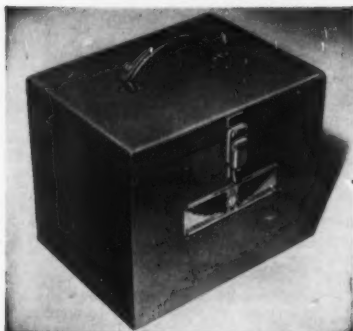
Want more information? Use coupon on page 106 and you'll get it!

**PUT**  
*Servi-Set*  
**TO WORK**  
*NOW!*

**A HANDI-KIT FOR  
YOUR SHOP AND GARAGE**



## **VALVE GRINDING SET**



At your fingertips . . . ready for action . . . alert to make money for you on valve grinding jobs . . . this SERVI-SET which contains

- heavy duty 55" high speed driver
- heavy duty stone dresser
- stone holder
- pilot wrench
- pilots and stones compactly packed "to stay put" in cheerful crimson metal box.

### **GRIND VALVES BETTER . . . FASTER . . . MORE ECONOMICALLY**

For Buick . . . Cadillac . . . Chevrolet . . . Chrysler . . . De Soto . . . Dodge . . . Ford V8 . . . Ford V6 . . . Hudson . . . Kaiser-Frazier . . . Henry J . . . Lincoln . . . Mercury . . . Nash . . . Oldsmobile . . . Pontiac . . . Studebaker . . . Willys passenger cars and all makes of lightweight trucks.

**Your Jobber Stocks United States Electrical Tools**

*The* **UNITED STATES ELECTRICAL TOOL Co.**  
CINCINNATI, OHIO

### 303—Starter Wrench

A wrench for the installation and removal of starter bolts on 1949-50 Pontiacs has been added to the line of the Owatonna Tool Co., 306 N. Cedar St., Owatonna, Minn.

The wrench has a  $\frac{3}{4}$ " square female drive on one end and a 90° offset  $\frac{3}{4}$ "



twelve-point box on the other. Length is 10 $\frac{1}{2}$ ". It is made of high-alloy steel, heat-treated and chrome plated.

Want more information? Use coupon on page 106 and you'll get it!

### 304—Cooling Additive

A product to protect the cooling system of vehicles, called 3-Way, has been introduced by Kerkling & Co., P. O. Box 311, Burbank, Calif.

It is said by the manufacturer to stop seepage, lubricate the water pump and reduce the formation of rust and corrosion. The product will mix with any anti-freeze, a company announcement stated.

Want more information? Use coupon on page 106 and you'll get it!

### 305—Master Cylinders

Master and wheel cylinders for popular models are available in the expanded line of Eis Automotive Corp.,



Middletown, Conn. A catalog on the entire line is also available.

Want more information? Use coupon on page 106 and you'll get it!

### 306—Extension Mirrors

Two extension mirrors for light trucks, with combination hinge or panel mounting and heavy-duty adjustable hinge bracket, have been added to the line of K-D Lamp Co., 1910 Elm St., Cincinnati 10, Ohio.

Steel arm extends 9" to 13". KD 103 is equipped with a round mirror head, 5" in diameter. KD 115 has 4 $\frac{1}{4}$ " by 8" rectangular mirror head with



offset mounting. Mirrors are sealed against weather and adjustable to various angles.

Want more information? Use coupon on page 106 and you'll get it!

### 307—Lining Catalog

An 18-page condensed catalog and a wall chart on brake-lining recommendations for passenger cars, commercial cars, taxicabs, trucks, trailers and buses has been issued by World Bestos Corp., New Castle, Ind. The catalog is said to cover 90 per cent of vehicles in use today, with listings by year and model.

Want more information? Use coupon on page 106 and you'll get it!

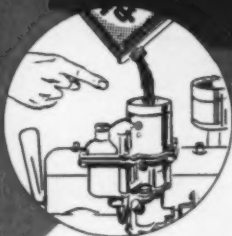


CHAMPION LABORATORIES INC., MERIDEN, CONN., U. S. A.

ORDER FROM YOUR JOBBER



**"please do not  
disturb the  
carburetor."**



**NO DISMANTLING  
NECESSARY!**

It isn't necessary anymore. When you want to clean it, leave it right where it is, and reach for a can of Carb Master.

#### **CARB MASTER**

Quickly and completely dissolves all gum and varnish deposits — leaves the carburetor new-metal clean. No Muss — No Fuss — Just Pour — No More.

#### **CARB MASTER**

Will also eliminate water in the fuel system; act as a gas tank anti-freeze. It is ideal, too, as a parts cleaner.



#### **RUST MASTER**

Removes rust and scale from the radiator — prevents new deposits. Protects the entire cooling system for an entire year.

#### **SIX MASTER**

Dissolves carbon-sludge and gum; prevents sticky valves; frees rings; renews motor flexibility; insures quicker cold weather starting.

#### **LEAK MASTER**

Stops radiator leaks and retards rust formations. Functions perfectly with standard anti-freezes and alcohol.



PRODUCTS WORK WHILE YOU RIDE

**Chemical Company  
Mfg. Chemists**

56 CRIGHTON ST., CAMBRIDGE, MASS.

THE SILENT PARTNERS OF MOTOR EFFICIENCY

Please send me additional information on the following New Products described in the January, 1951, issue of SOUTHERN AUTOMOTIVE JOURNAL:

No. \_\_\_\_\_ No. \_\_\_\_\_ No. \_\_\_\_\_ No. \_\_\_\_\_ No. \_\_\_\_\_

Name (please print) \_\_\_\_\_

Company \_\_\_\_\_ Position \_\_\_\_\_

Number and Street \_\_\_\_\_

City \_\_\_\_\_ Postal Zone \_\_\_\_\_ State \_\_\_\_\_

Tear out and mail to SOUTHERN AUTOMOTIVE JOURNAL,  
806 Peachtree St., N. E., Atlanta 5, Ga.

## The Case of the CHATTERING CLUTCH



It looked like a plain case of clutch trouble when the motorist pulled into the garage.

• There was plenty of chatter — the gears shifted hard and the whole car shook with vibrations. But the mechanic knew his business. Before tearing down the clutch he gave the motor mountings a quick once-over. And sure enough, there it was. One of the rear mounts was broken causing the motor to sag out of alignment.

Moral — check motor mounts with every clutch job!

There's no mystery about . . .



## MOTOR MOUNTINGS

They hold motor and transmission in alignment. They absorb engine vibration. They play an important part in the smooth operation of the engine. Be sure they are always in perfect condition. Check them regularly.

The Anchor Line is the PROPET Line

**ANCHOR RUBBER PRODUCTS, INC.**

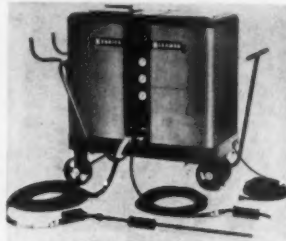
121 LONDON ROAD • CLEVELAND 12, OHIO



## 308—Steam Cleaners

The HR series of Kerrick Kleaners, in portable, stationary and trailer models, has been announced by Clayton Manufacturing Co., P. O. Box 550, El Monte, Calif.

First to come off the line is Model HR-OEP, an oil-fired, portable combined steam-cleaner and high-pressure-rinse unit, said to have a thermal



efficiency of 75 per cent. Other features mentioned in a company announcement include: submerged soap pump of self-priming type, selective working pressures from 30 psi to 100 psi, rinse pressures up to 150 psi and simplified arrangement of working parts under a hinged hood.

Want more information? Use coupon on this page and you'll get it!

## 309—Car Visor

The Sky-Vu automobile shade, molded of clear plastic, and the Airfoam Custom shade of steel are now being produced by Charles Peckat Manufacturing Co., 110 Madison St., Maywood, Ill.

The plastic shade has a three-way contour that is said to fit newer cars and give rigidity. It has polished metal trim on both edges.

Want more information? Use coupon on this page and you'll get it!

## 310—Latch Display

A display card of replacement ventilator window latches for General Motors and other cars is now available from Champ-Items, Inc., 6191 Maple



Ave., St. Louis 14, Mo. Card 477-C contains 12 latches that reportedly can be installed in one minute with a screwdriver.

Want more information? Use coupon on this page and you'll get it!



*Easy to Install*

## DELCO-REMY DISTRIBUTOR RENEWAL PACKAGES



*Popular renewal  
package assortment  
No. 1915884*

You can be sure of satisfactory performance and of satisfied customers when you service Delco-Remy distributors with these genuine Delco-Remy renewal breaker plates — now packaged for your convenience. They are easy to install without special tools and, because they are Delco-Remy built to original equipment specifications, they are bound to fit.

Delco-Remy packaged distributor renewal breaker plates fit scores of six- and eight-cylinder models, cars and trucks, both old and new. Order the popular assortment containing six packages — four breaker plates with contact points, condenser and molded bearings, assembled; two breaker plates with molded bearings only. Get your supply today — through your UNITED MOTORS DISTRIBUTORS.



**DELCO-REMY—A UNITED MOTORS LINE**  
Available Everywhere Through  
**UNITED MOTORS DISTRIBUTORS**

**Delco-Remy**  
DIVISION, GENERAL MOTORS CORPORATION  
ANDERSON, INDIANA

**WHEREVER WHEELS TURN OR PROPELLERS SPIN**  
SOUTHERN AUTOMOTIVE JOURNAL for JANUARY, 1951

### 311—Packing Display

A three-color metal counter display for its valve packing is now available from Perfect Parts, Inc., 55 Amsterdam Ave., New York, N. Y. It demonstrates the actual operation of packing and shows the graphite seal built into the packing.

Want more information? Use coupon on page 106 and you'll get it!

### 312—Lift Control

A full-view flush control for its lifts has been developed by Rotary Lift Co., Memphis, Tenn.

Control box, with control keys and air valves, is recessed in floor near lift,



placing operator in position to see that car is positioned properly for raising.

The system features pilot control valves with "piano key" action. Light finger touch opens pilot and hydraulic pressure opens valve.

Want more information? Use coupon on page 106 and you'll get it!

### 313—Aerial Ornament

The Aero-Glo ornament for radio aerals, available in red, amber and green plastic, has been announced by



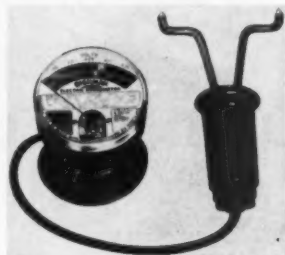
The Greenfield Co., 4417 W. Rice St., Chicago 51, Ill. The mounting is chrome plated and is said to fit most aerals.

Want more information? Use coupon on page 106 and you'll get it!

### 314—Electric Hydrometer

An electric hydrometer with a meter that shows on a dial the condition of individual battery cells has been placed on the market by Bishman Manufacturing Co., Osseo, Minn.

A handy prod is used to contact



across each cell to test by the open-circuit method. Two scales for testing 1280 and 1260 top gravity batteries are provided.

Want more information? Use coupon on page 106 and you'll get it!

### 315—Parts Cleaner

Metal Brite cold metal parts cleaner for removing carbons, dyes, gums, dirt, grease deposits, etc., has been placed on the market by Maplewood Products Co., Inc., 3708 Greenwood, St. Louis 17, Mo.

The cleaner is recommended by the manufacturer for carburetors, fuel pumps, pistons, hydraulic brake equipment parts and similar units. A booklet on the use of the cleaner, answering many questions often asked about the cleaning of metal parts, has also been issued by the company and is available without charge to the automotive trade.

Want more information? Use coupon on page 106 and you'll get it!

## SAVES 2 out of 3 hours on each engine job!



A motor rebuilding shop in the Southwest introduced electric Impacttools on 5 hand operations with amazing results, which speak for themselves:

	By hand	With Impacttool
1. Disassembly	70 minutes	30 minutes (longer if rusted) (even if rusted)
2. Installation of Crankshaft and Main Bearings	30 minutes	10 minutes
3. Connecting Rod Bearing Assembly	40 minutes	15 minutes
4. Installing Cylinder Head	20 minutes	5 minutes
5. Installation of Oil Pan	20 minutes	5 minutes
Total Time consumed per unit	180 minutes	65 minutes

In the final analysis, shop owners and mechanics are interested in doing the job faster and easier, and the chief reward for putting power tools to work is probably expressed best in dollars. The 115-minute saving per engine in this shop resulted in an additional net profit of over \$50,000 in one year.

Send for your copy of Impacttool Case History No. 5082-6.

Ask your Jobber for an Impacttool demonstration.

No Motor Burn-Outs,  
can't stall motor

No-Kick, No-Twist  
to operator

## Ingersoll-Rand

11 Broadway, New York 4, N. Y.

ORIGINATOR OF IMPACTTOOLS—air and electric

573-18

Runs Nuts	Drills Masonry	Drives Studs	Bores Wood
Taps	Wire Brushes	Saws Holes	Extracts Broken
Reams	Drives Screws	Drills	Studs

## MAKE IT YOUR NEW YEAR'S RESOLUTION TO SEE THAT YOU ARE PROPERLY PROTECTED FROM CRIPPLING FINANCIAL LOSS IN 1951

### Questions about Insurance?

### Ask *Federated's* QUESTION BOX

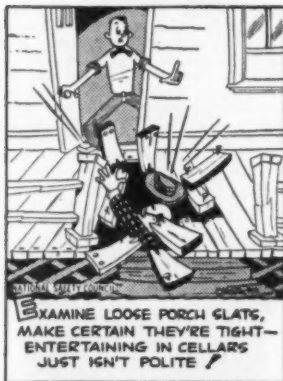
**Q.** Should the insurance company be notified if a property is sold?

**A.** Yes. Assignment of the policy shall not be valid except with the written consent of the company.

**Q.** Is a scorch caused by an electric iron covered under the fire policy?

**A.** This is not a fire loss. There must be an actual flame or glow to constitute a fire. Scorching or charring by heat is not sufficient.

### SAFE BETS



### SUPPORT YOUR ASSOCIATION!

It's mighty convenient to belong to your association when you would like to know how others compensate outside salesmen, or how to comply with government regulations, or how reliable the product and salesman of a new company are. Support your association and take advantage of its services!

### A LETTER FROM A POLICYHOLDER



"It has been our pleasure to handle all casualty and fire insurance with your company for the last several years. The cooperation we have received from you and your representative Mr. John C. Jordan of Augusta, Ga., has contributed to this feeling.

"We just today received our renewal fire policy covering both building and contents. It was gratifying to see the dividend which we can deduct from the gross premium. This is a big item to us which contributes to a reduction in our fixed overhead.

"We direct all our efforts to insure customers for safe car operation. Our customers are assured of safety by their use of our LAUDAR System of Preventive Maintenance. This system is the only personalized system of automobile maintenance that is placed on customers car for his protection. Through it we give the security in car operation that you do in fire and casualty insurance protection.

"Thank you."

Yours very truly,  
DARREL JOHNSON  
Chevrolet & Cadillac  
Thomson, Georgia

As a steamer was leaving Athens, a well-dressed passenger approached the captain and pointing to the distant hills, inquired:

Passenger: What is that white stuff on those distant hills?

Captain: That is snow, madam.

Passenger: Well, I thought so myself. But a gentleman just told me it was Greece.

To be sure that 1951 does not bring financial disaster, check your present insurance coverage now. A sound insurance program should include the following policies.

1. Fire and Extended Coverage insurance on building.
2. Fire and Extended Coverage insurance on furniture, fixtures, repair tools and equipment.
3. Fire and Extended Coverage insurance on Stock (excluding tractors and farm tractor equipment).
4. A Dealers Automobile Policy (Insures dealers new and used automobiles, trucks, and tractors for sale).
5. Dealers Floater.
6. Customers Goods Floater.
7. Business Interruption Insurance.
8. Installment Sales Floater.
9. Automobile Garage Liability.
10. Workmen's Compensation.
11. Plate Glass Insurance.
12. Storekeepers Burglary and Robbery Insurance.
13. Group Health and Accident Insurance.

Fire and Casualty insurance policies should not be bought on a haphazard basis. Each one should fit into its place in a logically arranged program. Because of the need for a full knowledge of insurance coverages, and because insurance often is only partially effective if written improperly, the development of a good insurance program makes the services and advice of a trained, competent insurance man almost a necessity.

The Federated man is a thoroughly trained, experienced, full time, direct representative of his company. He knows insurance and he knows particularly today's special insurance requirements of your business. Write us for the name of your nearest Federated man!

### 316—Adjustable Wrenches

Four thin, lightweight adjustable wrenches have been added to the line of Owatonna Tool Co., 306 N. Cedar St., Owatonna, Minn.

Jaws are tapered to permit access into close places, the manufacturer said, yet they are wide enough and deep enough to obtain a full bite on either hex or square nuts. Lengths are from 6" to 12" and capacities from



$\frac{3}{4}$ " to 1  $\frac{5}{16}$ ". All are of heat-treated alloy steel and are chrome plated.

Want more information? Use coupon on page 106 and you'll get it!

### 317—Hot-Water Heater

The Travelaire hot-water heater for General Motors and Chrysler cars has been placed on the market by E. A. Laboratories, Inc., Myrtle Ave. & Spencer St., Brooklyn 5, N. Y.

The heater has a built-in ventilation system and multiple-speed heater-fan control. Visual temperature control is another feature. Heater is mounted out of sight high on the fire wall of dash.

Want more information? Use coupon on page 106 and you'll get it!

### 318—Body Hardware

A 52-page catalog on its line of body hardware has been issued by Lion Auto Parts & Mfg. Co.,



1920 S. Michigan Ave., Chicago 16, Ill. It covers handles, hinges, locks, bumper bolts, window regulators and channels, glazing supplies, welts, etc. All items listed

in the catalog are illustrated as well as described fully.

Want more information? Use coupon on page 106 and you'll get it!

### 319—Wrenches

A redesigned line of combination and open-end wrenches is now being marketed by Bonney Forge & Tool Works, Allentown, Pa.

The line is streamlined, slim, lightweight and well-balanced, a company announcement stated. Long and short series are available with the box-wrench ends in either single or double hex. Heads are narrow for use in tight places but strength of tools has not been sacrificed, the manufacturer said.

A miniature reproduction of the line for use as a tie clasp is also available, it was said.

Want more information? Use coupon on page 106 and you'll get it!

### 320—Oil Filter

An oil-filter element with a "dirt check window" has been announced by Purolator Products, Inc., Rahway, N. J.

The window provides a way of observing the amount of sludge that has been filtered from the lubricating oil, the manufacturer said, and establishes when a filter refill is needed. If the inspection indicates that the element is capable of further service, it can be reinstalled in filter housing quickly.

Want more information? Use coupon on page 106 and you'll get it!



Customers need  
"That Safe Feeling"  
in Treacherous Winter Weather

**MARVEL** *mystery oil*



Assures your customers of a lubricant that will turn over an engine in any degree of weather (ASTM Pour Point 65° below zero).

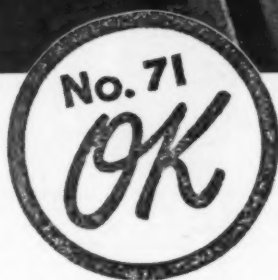
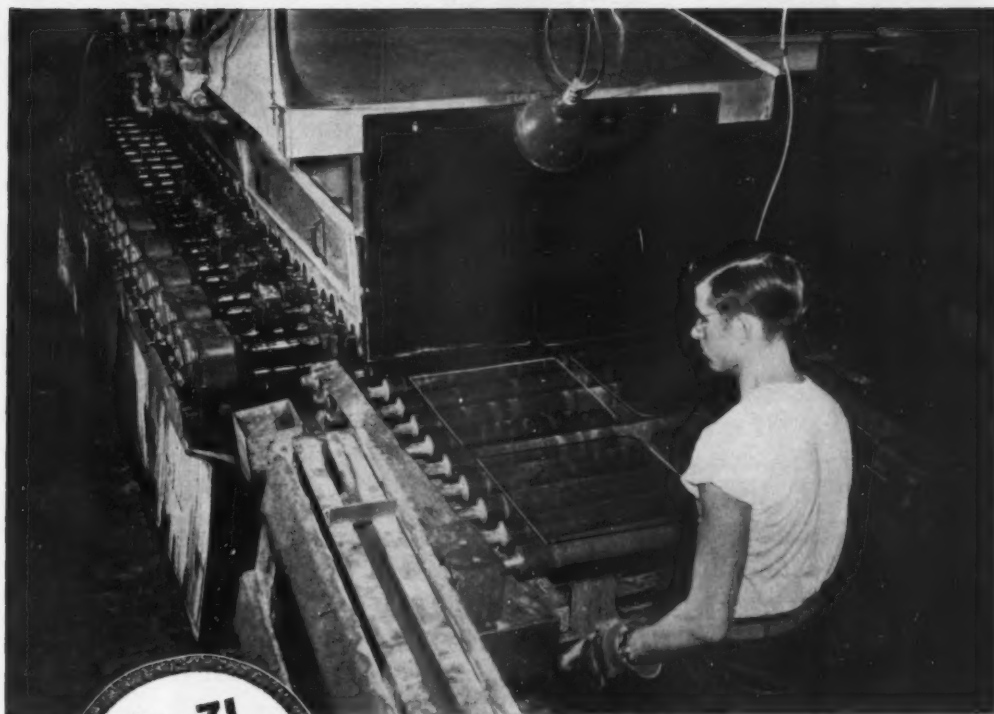
There is no doubt that Marvel Mystery Oil is a leader in the lubrication field. You can't go wrong in recommending it. Terrific for new car break-in, as an upper cylinder lubricant and as an all-weather engine protector.

Twenty-nine years of automotive engineering skill have been put into the blending of this fine lubricant.

Anyone can listen to sales talks. Learn the true facts about Emrol products from your jobber or write for full dealer information today — Dept. 161.

**EMROL MANUFACTURING CO., INC.**

242 West 42 St., New York 36, N. Y.



## ONE OF *142 Quality Checks*

Here's where we guard against specks of dirt or other foreign matter getting sandwiched in the finished lamination of glass and plastic that makes up L-O-F Hi-Test Safety Plate Glass.

This Control No. 71 is the washing of the glass before it goes to be laminated with the plastic. It's really three controls in one, because we carefully check the detergent and the water used in washing, and we check the drying process, too.

All this is only one of 142 Quality Checks and Controls. Each of them is equally important to you and your car owner customers because they assure:

1. Better heat stability
2. Better light stability
3. Better strength for safety
4. Better adhesion, glass to plastic

That's why L-O-F Hi-Test is the best Safety Plate Glass you can get—anywhere. Libbey-Owens-Ford Glass Company, 8111 Nicholas Building, Toledo 3, Ohio.

NO FINER GLASS THAN  
**LIBBEY-OWENS-FORD**

**HI-TEST SAFETY**

**L  
O  
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P  
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E**

### 321—Weight Tool

The Snugl weight tool for affixing and removing wheel weights has been placed on the market by Mid-Western



Auto Parts, 824 E. Elm St., Kokomo, Ind. The tool may also be used for removing trim rings, hub caps and other parts, the manufacturer stated.

Want more information? Use coupon on page 106 and you'll get it!

### 322—Polish Remover

A remover for silicone polish, designed for use before repainting cars, has been announced by Speco, Inc., 7308 Associate Ave., Cleveland 9, Ohio. The remover is sprayed or painted on, or applied by hand, and then rubbed off. It is available in quarts, gallons, five-gallon cans and 55-gallon drums.

Want more information? Use coupon on page 106 and you'll get it!

### 323—Transmission Lift

The Trans-Lift for removing and replacing automatic transmissions of all types has been introduced by Manzel, 315 Babcock St., Buffalo 10, N. Y.

Rotary adjustment permits the transmission to pivot around the axis of bolt circle instead of below it. This is said to eliminate further vertical and lateral adjustments and to simplify alignment of bolts, etc. Longitudinal tilting is controlled by hand crank. Two-speed release control is foot operated.

Want more information? Use coupon on page 106 and you'll get it!

### 324—Aligner

The Dyn-A-Lyzer aligner, featuring the Track-O-Scope to check rear-wheel tracking in conjunction with front-end alignment, is now being produced by the Manbee Equipment Division, 185 N. Wabash Ave., Chicago 1, Ill.

Readings are taken with spirit-level gauges from spindle extensions clamped to wheel rims without removing hub caps. Camber and toe are checked with the wheels revolving under load. Runways are adjustable for passenger cars and light trucks.

Want more information? Use coupon on page 106 and you'll get it!

### 325—Wood Bits

A set of high-speed wood bits, designed for use with power tools having standard key-type  $\frac{1}{4}$ " chucks, has been added to the line of Herbrand Division, Bingham - Herbrand Corp., Fremont, Ohio.

The bits will bore end grain, side grain, partial holes and at angles from 45° to 90° in wood, plywood, plastic, etc., a company announcement stated. They are available in sizes

from  $\frac{3}{16}$ " to 1½" in diameter and in extended lengths from 6" to 60". They can be sharpened with a flat file.

Want more information? Use coupon on page 106 and you'll get it!

### 326—Lock Boot

A rubber weather protector for door locks on 1949-51 General Motors cars has been announced by LaMaskin Rubber Products, Inc., 1900 S. Michigan Ave., Chicago 16, Ill.

The Gard-A-Lok, as it is called, snaps around door handles and will not



drop off. It protects locks from ice, snow and frost. The boots are packaged on display cards, 100 cards to a carton.

Want more information? Use coupon on page 106 and you'll get it!

# MONKEY GRIP

"The World's Best"

## TIRE & TUBE REPAIR MATERIALS and AUTOMOTIVE RUBBER PRODUCTS



"SIZZLE" Vulcanizing Patches, with the new "FILLER TAB." Clamps, shop and Motorists' Kits.

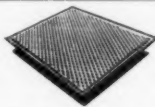


"FEATHER FLEX" Tire Repairs, all sizes. Blunt-Diamond shape reduces bumping to minimum.

Self-Vulcanizing Tube Repair Kits. All sizes for shop and automobile.



Friction Tape for Electrical and Automotive Requirements.



Rubber Car Mats—in five colors, three sizes—and two popular designs.



Rubber Cement for All Tire & Tube Repairs.



Radiator Hose for all cars. Curved straight and specification moulded.



Fan Belts for all Automotive needs. Rayon Cord, best construction.



Truck Splash Guards, extra strong construction. Prevents rock and mud throwing.



AVAILABLE THROUGH YOUR JOBBER  
Send for new catalog on all products

## BETTER MONKEY GRIP CO.

Partnership of L. M. Everett and Sons

5320 HARRY HINES BLVD.

DALLAS, TEXAS



E & B Brewers, Detroit, Five-Man  
World Match Game Bowling Champions  
1949 ABC Team All-Events Winners

Lou Sielaff, Capt.

George Young

# WINNING COMBINATIONS

**YOU  
and  
UNITED MOTORS  
LINES**

To be a winner, a dealer must have something that people *want*—like the parts and products in the United Motors lines that are original equipment on the country's leading makes of cars, trucks and buses. Business from these *millions* of vehicles comes naturally to United Motors dealers, month after month, year after year. And each dealer is equipped with parts and service information that let him handle his share of the business most profitably. You and United Motors lines can be a *winning combination*. Talk to your United Motors distributor, or write directly to us.

## UNITED MOTORS SERVICE

Division of General Motors Corporation  
General Motors Building, Detroit 2, Michigan

DELCO Batteries  
AC Gauges, Speedometers  
and Rebuilt Fuel Pumps  
SAGINAW Jacks  
MORaine Engine Bearings  
DELCO Radio Parts  
HYATT Roller Bearings

INLITE Brake Lining  
HARRISON Heaters  
GUIDE Lamps  
NEW DEPARTURE  
Ball Bearings  
DELCO Shock Absorbers  
MORaine Gasoline Filters

HARRISON Thermostats  
DELCO-REMY Starting,  
Lighting and Ignition  
KLAXON Horns  
HARRISON Radiators  
ROCHESTER Carburetors  
DELCO Hydraulic Brakes



### 327—Rubber Products

A catalog on its line of rubber products for the automotive trade has been issued by Globe Rubber Products Co., 3333 N. Lawrence St., Philadelphia 40, Pa. The 1951 edition features sectional sheets and folios, each of which contains a complete listing and description of all items within individual categories.

Want more information? Use coupon on page 106 and you'll get it!

### 328—Ignition Catalog

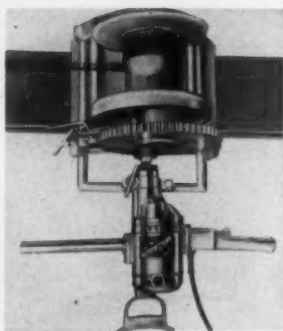
A 160-page catalog on its line of ignition parts has been issued by F & B Manufacturing Co., Chicago 51, Ill.

Catalog No. 27 has four sections, printed on colored paper for quick identification. They are: assortments and merchandisers section, listing of vehicle electrical specifications alphabetically by car name, ignition parts application and a section on magneto parts and switches.

Want more information? Use coupon on page 106 and you'll get it!

### 329—Drill-Hoist

A unit that can be used as a portable drill and a power hoist is obtained by combining the Skil 1" drill Model 163 with American Handiwinch, it has been announced by Skil-saw, Inc., 5033 Elston Ave., Chicago 30, Ill.



An adapter kit that requires no special tools for mounting locks drill and winch in alignment, a company announcement stated. Easily taken out of the hoist bracket, the drill is ready for drilling jobs. The combination is said to have a hoisting capacity of 1,000 lbs. at 10 fpm.

Want more information? Use coupon on page 106 and you'll get it!

### 330—Battery Charger

A portable 75-ampere battery charger with automatic transformer has been introduced by Bishman Manufacturing Co., Oaseo, Minn.

The transformer has complete control of charging rate under all battery conditions so unit will not over-charge, the manufacturer said. A thermo-type circuit breaker protects against shorts and reversed leads. Other features include charge voltage indicator, automatic time control and 6" fan.

Want more information? Use coupon on page 106 and you'll get it!

### 331—Impact Wrench

A Thor 3/4" Silver Line universal electric impact wrench has been added to the line of Independent Pneumatic Tool Co., 175 State St., Aurora, Ill.

Designed for heavy-duty nut setting, the reversible wrench features the same basic mechanism as the company's Thor 3/4" wrench but vital parts



are larger. Operating at 2,000 r.p.m., the unit will deliver 1,850 impact blows a minute both forward and reverse, a company announcement stated. It has a detachable dead handle for easier handling.

Want more information? Use coupon on page 106 and you'll get it!

**Look for  
This Stamp of Quality**

*(Never accept Unbranded Brake Lining)*

There are all kinds of brake lining being sold today. Many are little more than "glorified linoleum." When you buy brake lining... when you exchange brake shoes... look for the Thermoid name on the lining. Remember! Your reputation and your customers' safety depend on it.

**Thermoid**

Thermoid Company • Trenton, New Jersey

the standard of precision processing in brake lining, brake blocks, hydraulic fluid, cylinder assemblies, hydraulic brake parts.

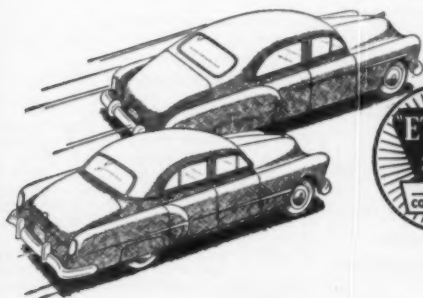


*There's a big difference between an*

# ape ... and a ... grape

—and there is a powerful difference, too,  
between performance and “ETHYL” performance!

TRADE-MARK



Yes, there's a powerful difference between the performance of an engine using just gasoline and one using “Ethyl” gasoline. When you set the timing to take full advantage of “Ethyl” gasoline's higher antiknock quality, your customer gets “Ethyl” performance—more power, quicker starting, more mileage. And you get happier, more satisfied customers.

ETHYL CORPORATION, New York 17, New York

Other products sold under the “Ethyl” trade-mark: salt cake...ethylene dichloride...sodium (metallic)...chlorine (liquid)...oil soluble dye...benzene hexachloride (technical)

### 332—Steam Cleaners

Improved "HT" Model steam cleaners, featuring a quadruple pumping unit and Hydro-Therm flow to keep both chemical solution and fuel oil hot, have been introduced by Spontane Manufacturing Co., 110 Pear St., S. E., Atlanta, Ga.

Two units pump water through heating coils, the manufacturer said, and both would have to fail at the same time before coil or steam hose could be damaged from insufficient water. By pre-heating both water and fuel oil, efficiency of the unit is said to be increased 50 per cent. Fuel oil can be used when kerosene is not available, the manufacturer said.

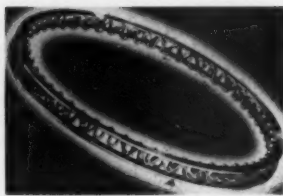
The three models in the line have a capacity of 100 or more gallons an hour of saturated steam vapor and chemical solution or up to 350 gallons an hour rinsing ability, a company announcement said. Normal operating pressure is about 80 lbs. Pressures up to 150 lbs. are possible.

Want more information? Use coupon on page 106 and you'll get it!

### 333—Oil Ring

The Pedrick Formflex oil-control ring, featuring an expander called the Equalizer, has been introduced by Wilkening Manufacturing Co., 2000 S. 71st St., Philadelphia 42, Pa.

Type CS8, as it is called, has an ex-



pander that is completely independent of groove depth and delivers uniform radial pressure around the ring circumference through tangential forces, the manufacturer stated. These forces are set up by butting the ends of the equalizer and compressing it into the cylinder. The narrow faces of the two steel rails that contact the cylinder wall are plated with chrome. The spacer that holds the rails apart is said to provide unusual oil drainage area.

The first set in the "A" series will be for Buick. Models for other passenger cars and trucks will be available as fast as materials and production facilities permit, a company announcement said.

Want more information? Use coupon on page 106 and you'll get it!

### 334—Wrench Kit

A caster-camber wrench kit, said to contain all special tools required to adjust caster and camber on all knee-action cars that require special wrenches for adjustments, has been added to the line of John Bean Division, Food Machinery & Chemical Corp., 1305 S. Cedar St., Lansing, Mich.

The kit contains four Allen wrenches and six special wrenches. The special wrenches are made of heat-treated, chrome-plated alloy steel.

Want more information? Use coupon on page 106 and you'll get it!

### 335—Car Cover

A plastic cover designed to protect car finish and upholstery while the mechanic is at work has been developed by the Industrial Covers Co., Akron, Ohio.

Made of Goodyear Vinylfilm, the cover is said to be waterproof, easy to clean and lightweight. Paint spilled on the surface reportedly flakes off easily. Two sizes are available: 36" by 54", and 36" by 66". Both have a non-slip feature.

Want more information? Use coupon on page 106 and you'll get it!

### 336—Light German Truck

Tempo trucks, manufactured in Western Germany, are being imported by the Tempo Truck Sales Co., 150-16 14th Ave., Whitestone, L. I., N. Y.

The one-ton three-wheeler gets 35 miles to the gallon with full load, the firm reported, and there is an ample supply, with new dealerships being opened rapidly.

More than 100,000 of these trucks are now in use over the world, including a variety of body styles for many trades and applications, it was said.

Want more information? Use coupon on page 106 and you'll get it!

**"STANDARD OF THE TRADE"**

**FINER BALANCE!  
FINER APPEARANCE!**

FRONT ANGLE VIEW  
SPECIAL THIN

**Snugl WHEEL BALANCING WEIGHTS**

**OUTSTANDING FEATURES**

- ★ SNUGL design . . . no recesses to collect mud or dirt that causes unbalance condition.
- ★ The exclusive DOVE-TAILED spring steel clip.
- ★ The name SNUGL (registered trade mark) on every weight.

SNUGL offers you seven (7) types of balance weights covering fifty-one (51) sizes for Passenger Cars, Trucks and Busses. Write for Catalog.

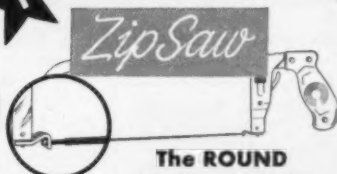
FRONT ANGLE VIEW  
Regular

**INTERNATIONAL AUTO PARTS MANUFACTURERS EXCLUSIVELY**

**WEST COAST FACTORY  
WHITTIER, CALIFORNIA**

# K-D TOOLS & What's to Come in '51!

## 4 NEW TOOLS to talk about!



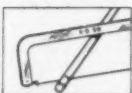
### The ROUND Hack saw Blade

Revolutionary new saw blade cuts in any direction, fits any standard hacksaw frame using pins. Hardened steel, flexible blade is spiral like a round file. Rough, medium, fine blades in 10" or 12" plus adaptors.

### ZipSaw nearly any material ----- in any direction.

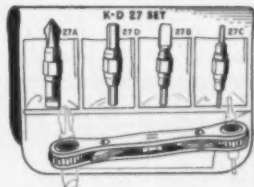


ZipSaw intricate patterns



Non-chattering on tubing

Saws intricate pattern lines in any direction—no need to shift saw or work. Non-chattering on tubing, pipe, light gage metals. Also saws wood, plastics, alloys, etc., making it 1000 times more useful than conventional blades.



### 27 Offset Ratchet Bit Set

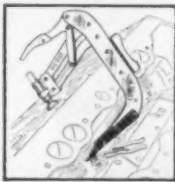
A 3 3/4" long double end ratchet wrench with 8 bits! One bit for Phillips, Reed & Prince type screws, No. 0 to 12. Five bits for Hex Key sizes 3/64", 1/16", 1/8", 5/16", 3/8". Two bits for standard screw slots 3/16", 1/4" wide. Reversible ratchet, box socket construction. Rust-proof finish. Bits accurately forged, correctly tempered. Each 1 1/4" long. Red plastic case.

FITS  
ALL 4  
TYPES



### 609 MAGNETIC Valve Keeper Inserter

Specially designed to install keepers in Ford Trucks 8EQ, SMTH, and other motors using free-type valves. Keepers quickly aligned on jaw magnets. Self-supporting on valve stem. The only tool on the market to service these valves!



### 5-L Fits-All Screwdriver

Features a patented REVERSIBLE bit. One end for Phillips, Reed & Prince type screws Nos. 0 to 10. Other end a 3/16" bit for slotted screws. Three smaller size standard screwdrivers inside fluted handle. Blades correctly shaped, tempered.



Fits all 3 slots



"There will be many late models needing valve jobs in '51."

Here are the RIGHT TOOLS to service 1949-50 models.



150 h. p. LINCOLN & BIG FORD TRUCK—USE Nos. 930, 935 Compressors.

Service 100 h.p. Ford V-8's like previous models with speedy K-D 920 Set.



930 Compressor to raise springs, remove keepers. Also for replacing.

935 Compressor to remove spring AFTER keepers are out.



608 Inserter only tool on market to replace keys on Ford motors! See 609 above for Big Trucks.



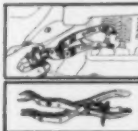
K-D 380 for late overhead engines of OLDS 'ROCKET', BUICK, & CADILLAC.



No. 385 for CHEVROLET.

FORD 6 cyl. after '48 use No. 700 Lifter.

Other L-HEADS—either No. 600 or 700 above.



\*608 ALSO services late Cadillac, Chrysler, Dodge, DeSoto, Plymouth, Hudson, Kaiser-Frazer, Olds, Packard, Mercury, Ford 6.



## 60 Per Cent of Rubber Will Be Man-Made

PLANTS recently reactivated for the manufacture of man-made rubber will supply 60 per cent of rubber used in United States by March of next year, Dr. Waldo L. Semon, director of pioneering research for the B. F. Goodrich Co., Akron, O., told students of Trinity College, Hartford, Conn.

Technical teams furnished by private industry already have

rushed nine standby government plants into operation, he said, while three others will be reopened and in production shortly after January 1. Man-made rubber is now being produced at an annual rate of 430,000 tons, as compared with 220,000 tons at the start of 1950. Semon predicted that production would reach the rate of 760,000 tons next spring, but declared that in case of war an even greater production will be needed.

The weak spot in the otherwise

optimistic rubber outlook is the shortage of raw materials needed to make man-made rubber, according to Semon. "Styrene, originally produced chiefly as a raw material for the manufacture of man-made rubber, now is being used in making plastics for molded articles," he said. "By-product butylene, from the large cracking plants making gasoline, is being converted largely to high-octane gasoline and is no longer readily available for making butadiene. The incidental chemicals required are in short supply also."

To partially offset this shortage coal tar benzene is being imported from England and western Europe.

## Trailer Association Meets Jan. 21-23

PLANS are being rounded into shape for the annual convention of the Truck-Trailer Manufacturers Association, to be held Jan. 21-23 at the Edgewater Gulf Hotel, Edgewater Park, Miss. Convention registrations already received indicate a large attendance, John B. Hulse, managing director, reported.

The National Production Authority and the Automotive Branch of the Ordnance Department will be represented on the program, President L. C. Allman said. Leland James, president of American Trucking Associations, will be one of the speakers, as will representatives of the American Road Builders Association and National Highway Users Conference.

## Drum Jack Corp. Becomes Division of Cleveland

THE Cleveland Pneumatic Tool Co. has announced the absorption of the Drum Jack Corp. into the parent organization as the Automotive Division. The division has developed and will market a unit lift under the trade name, "Aerol Lift."

Roger O. Bay, sales manager of Drum Jack, will hold that position with the new division.

## Alabamian Heads State Agency

Joe M. Edwards of G. B. Edwards Motor Co., Tuskegee, Ala., has been named commissioner of revenue for Alabama. He is a past president of the Automobile Dealers Association of Alabama.

# Here's PROOF of

# AIRTEX Fuel Pump

# Superiority

**Better!**  
 Superior  
 Performance  
 Longer Life  
 Better Value



**Better!**  
 Superior  
 Performance  
 Longer Life  
 Better Value

**Better!**  
 Superior  
 Performance  
 Longer Life  
 Better Value



**Better!**  
 Superior  
 Performance  
 Longer Life  
 Better Value

Use the AIRTEX NEW PUMP CORE CREDIT PLAN For EXTRA PROFITS!

Single type old cores worth 25c each on new single pump purchases. (Dual type worth 50c.)

## AIRTEX

### AUTOMOTIVE DIVISION

*World's Largest Independent Fuel Pump Manufacturer*

FAIRFIELD, ILL.

Get Your FREE AIRTEX FUEL PUMP SALESMAN WALL POSTER—Ask Your Jobber Today

*"Knock-Out"*

## WET VALVE REFAKER

Model  
K403

Now, a complete refacer in the low-price field... and with features not offered on many higher-priced machines!



### FEATURES

- Grinds wet or dry
- Five-inch grinding wheel
- V-type table ways requiring no adjustment for wear
- Zero to 90° positive stop face angle settings—with minus 1° for any angle
- Universal rocker arm attachment
- V-rest for butt grinding
- Collet-type workhead with controlled rpm's
- Concealed coolant system
- Precision-built for accuracy!

See your  
**K. O. LEE JOBBER**  
or attach ad to  
business form.



**K. O. LEE COMPANY, ABERDEEN, SOUTH DAKOTA**

WET VALVE REFAKERS • VALVE SEAT GRINDER SETS • VALVE SEAT INSERTS  
RESEATER SETS • ROD ALIGNERS • STUD WRENCHES • DRILLS • SANDERS  
POLISHERS • HAND GRINDER SETS • REAMER DRIVES • A. C. WELDERS

# NOW—MILLIONS ARE CALLING ON NEW 1951



The Smart New Styleline De Luxe 4-Door Sedan

## **AMERICA'S LARGEST AND FINEST LOW-PRICED CAR!**

Yes, Chevrolet dealers are entertaining record crowds—the most enthusiastic crowds in their entire history—as men and women throng their showrooms to see the refreshingly new and thoroughly reliable 1951 Chevrolet.

Here's America's largest and finest low-priced car—looking even *longer, lower and wider* than its famed predecessor—thanks to distinctive new styling with entirely new front and rear-end design and new America-Preferred Bodies by Fisher.

And, with all these *new things*, it also brings motorists the *proved things* which cause more people to buy Chevrolets than any other car, year after year.

So overwhelming is the enthusiastic public's indorsement of this car—and so great the outpouring of orders for it—that Chevrolet dealers are fully convinced that they again have the *Number 1 car of the country* . . . in styling, in efficient and economical performance, in driving-ease and safety, and in sales!

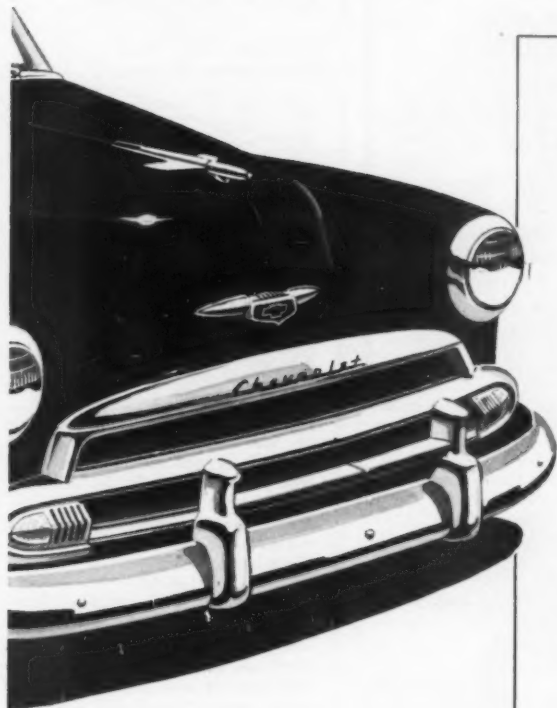
CHEVROLET MOTOR DIVISION, General Motors Corporation, DETROIT 2, MICHIGAN

## **YOU'RE FIRST WITH CHEVROLET**

SOUTHERN AUTOMOTIVE JOURNAL for JANUARY, 1951

CHEVROLET DEALERS TO SEE THE

# Chevrolet



Refreshingly  
new

IN ALL THE THINGS  
CAR-BUYERS WANT!

- NEW!** Longer, lower, wider big-car look!
- NEW!** Strikingly smarter Fisher Body styling!
- NEW!** Luxurious Modern-Mode interiors!
- NEW!** Jumbo-Drum brakes—largest in field!
- NEW!** Glare-Proof Safety-Sight instrument panel!
- NEW!** Improved, easier Center-Point steering!

*plus* **TIME-PROVED**  
**POWER *Glide***  
AUTOMATIC TRANSMISSION

—proved by over a billion miles of performance in the hands of hundreds of thousands of owners.

Optional on De Luxe models of extra cost

... AMERICA'S FINEST FRANCHISE!

SOUTHERN AUTOMOTIVE JOURNAL for JANUARY, 1951

## News Briefs

(Continued from page 57)

vehicles were registered, an increase of nine per cent over 1949. The total included 39,710,000 passenger cars, 8,550,000 trucks and 220,000 motor buses.

Travel mileage also rose to a new high during 1950, reaching 456 billion vehicle miles, or 31 billion above 1949.

Postwar surveys by city and state traffic engineers indicated that 52 per cent of passenger-car

trips were for the purpose of earning a living, 13 per cent were shopping trips, 19 per cent were for other "necessity" purposes and 16 per cent were for social or recreational purposes.

Exports of American passenger cars continued to decline in 1950. A total of 145,000 cars were shipped abroad during the year, or seven per cent less than the previous year. Truck exports numbered 135,000 units in 1950, or three per cent above 1949.

Motor-vehicle owners in 1950

paid a record amount in taxes to federal, state and local governments. The tax bill reached \$4,320,000,000, including \$905,000,000 in state registration fees, \$1,440,000,000 in federal excise levies, \$1,725,000,000 in state gasoline taxes and \$250,000,000 in local taxes.

The average age of motor cars in use in 1950 declined slightly to eight years, but still remained much higher than prewar, when the average was 5.5 years. Over 40 per cent of all passenger cars and 33 per cent of all trucks in 1950 were ten or more years old, whereas in 1941 only 17 per cent of cars and 18 per cent of trucks were in these age brackets.

## Letscher Will Head New Dodge Region

EDWARD P. Letscher, formerly manager of the Greensboro, N. C., region, has been appointed regional manager of the new Cleveland region of the Dodge Division, Chrysler, General Sales Manager E. C. Quinn announced.

Letscher joined Dodge in 1945. He worked in the Memphis and Pittsburgh regions and as conference leader on the retail sales management program in the Detroit home office. He had been in the Greensboro region for two years before taking over management of the division's 21st regional office at Cleveland.

## Buick Reaches 6,000,000

The 6,000,000th Buick built since the division's manufacturing facilities were moved to Flint 47 years ago came off the assembly line last month, making Buick the fourth manufacturer to pass this mark, company officials said. Nearly half of the cars are still in use, they said.

## Carpenter Dies in McAllen

J. V. Carpenter, owner of Carpenter Chevrolet Sales Co., McAllen, Texas, died last month after a long illness. He founded the company in the early thirties after being a Chevrolet representative for a number of years.

# AMMCO Model 2500 Wet Honing Machine

**Hones: Connecting Rods, Pistons, Spindle Bolt Bushings, Steering Sector Bushings, Wheel Cylinders, Master Cylinders, Double End Cylinders, Any Bore Within Range**

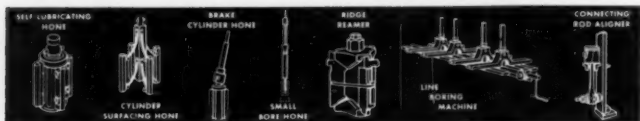


**EXCLUSIVE CONNECTING ROD GUIDE ASSURES ACCURATE ALIGNMENT BETWEEN BUSHING AND BEARING END OF ROD**

**3 PERMANENT TYPE HONING HEADS RANGE .480" to 2.062"**

AMMCO TOOLS, INC.

2119 COMMONWEALTH AVE., NORTH CHICAGO, ILL.



## Mentzer Brothers Sell Pawnee Ford Agency

**M**ENTZER Brothers, said to be the oldest Ford dealership in Oklahoma, was sold last month after 40 years under the same owners.

G. G. and Merle Mentzer, two of the four brothers who opened the business in Pawnee, Okla., in 1910, sold it to Jack Bowker. The two other brothers, S. A. and O. O. Mentzer, are dead.

The two brothers who are now dead moved to Pawnee in 1902. In 1910, O. O. Mentzer signed a contract with the Oklahoma Ford Co. for four counties in northeastern Oklahoma. At first the brothers sold cars in connection with their general store in the town square. Their first sale was a Model T to William Brown, a Pawnee Indian, in October, 1910.

The Mentzers particularly remember the way sales zoomed after roads were improved, and the Ford \$50 customer rebate of 1915 because of the sale of 1,000,000 cars, among early-day happenings in their dealership. During World War I they purchased several carloads of parts and assembled Ford themselves for a short time.

## 17,700 Buick Customers Come and Get 'Em

**M**ORE than 17,700 Buick customers took delivery of their new cars at the factory during 1950, Ivan L. Wiles, general manager, reported late last month.

Peak deliveries for the drive-away are made during the summer when more people are on vacation and have time to come to the plant to pick up their cars, Wiles said. In June alone nearly 2,400 Buicks were driven away by owners.

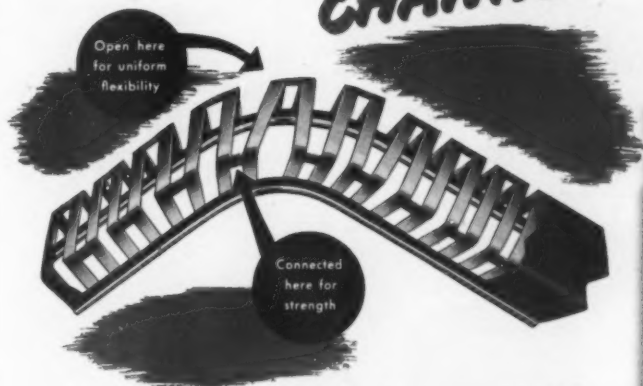
One man who came for a new car picked up a bride also. While waiting for his car to be turned over to him he met a woman who also had come to pick up a new Buick. Two weeks later, Larry Burkhardt, head of customer drive-away, received a card from them saying they were on their honeymoon.

## C. R. Rizer Succumbs

Corey Franklin Rizer of Olar, S. C., founder of Rizer Auto Co., died last month at Bamberg, S. C., after several months' illness.

to make **YOUR** work  
**EASIER, FASTER, BETTER**

# GENERAL GLASS RUN WINDOW CHANNEL



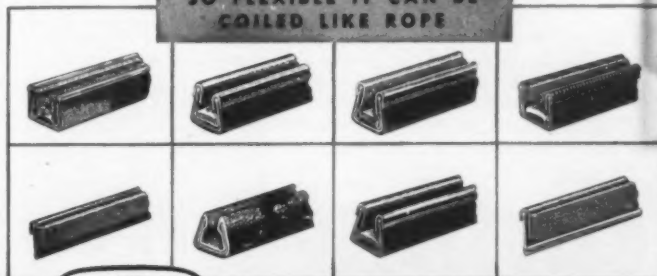
One way to cut customer's complaints about the high cost of repairs is to do a quality job in less than usual time.

General Glass Run Window Channel has the exclusive Connecto-Link reinforcement that prevents kinking, buckling or breaking...insures even

bending to any contour. You're never held up because the channel is kinked up. Every job turns out snug-fitting, rattle-proof and weather-proof.

Use General Glass Run Window Channel, Weather-strip and Division Bar Filler... for work that makes friends as well as money.

**SO FLEXIBLE IT CAN BE  
COILED LIKE ROPE**



**THE  
GENERAL  
TIRE**

**THE GENERAL TIRE & RUBBER COMPANY  
AKRON, OHIO**

## U. S. Multiple-Car Families Double in '50, Study Shows

THE percentage of multiple-car families in the United States in 1950 nearly doubled the 1949 figure, according to the Crowell-Collier Publishing Co.'s 14th annual automotive survey.

The national study, conducted by personal interview in 218 cities and towns and 123 farming

areas, was made just prior to the outbreak of the Korean war.

Car-owning homes now comprise 73 per cent of the nation's families, or a total of 31,725,400 homes. This represents about a two per cent increase over last year and almost five per cent since 1948. The most remarkable

growth, however, has been in multiple-car families. These were 4.8 per cent of total car-owning homes in 1948, increased to 6.2 per cent in 1949 and jumped to a record 11.1 per cent in 1950, according to survey figures.

Even before the Korean war got underway, there were signs of a slackening demand for new cars. As of last July 1, prospects for new cars in the last half of 1950 and for 1951 and 1952 totaled approximately 9,895,200, or 22.8 per cent of U. S. families. About 4,774,000 of these prospects indicated when questioned that they planned to buy during 1951, judging by percentages in the survey projected on total number of families.

### Reflects Normal Buying

While the findings reflect the basic pattern of normal car buying, Ray Robinson, director of research, reported, they fail to throw light on the "scare" purchases that followed Korean hostilities.

About half of the prospects intended to pay cash for new cars and the remainder planned to buy in this manner: 23 per cent through bank loans, 13 per cent through automobile finance companies, two per cent through other means and 12 per cent were undecided, the survey showed.

About 57 per cent of the car owners who bought their present cars new indicated that they would purchase the same make when they buy again.

Almost three out of five owners, 57 per cent, now take their cars to their dealer for major repairs. This is a slight increase over last year. More than half, 51 per cent, go to the dealer for adjustments and tune-ups, but service stations still get the bulk of the lubrication business. They have increased their share from 51 per cent in 1949 to 55 per cent in 1950.

The age of the car is a major factor in determining where services and repairs are made. As cars get older, patronage drifts away from car dealers to independent repair shops and to home repairing.

Among owners satisfied with dealer service 62 per cent expect to buy the same make when they purchase again but only 49 per cent of those patronizing other outlets or who are dissatisfied with their dealer service expect to buy the same make again.

## SAFETY PAYS . . . on our busy highways!

ANTHES  
MOTOFLAR



ANTHES  
FOCOFLAR



AND ANTHES SAFETY EQUIPMENT PAYS IN  
REPEAT BUSINESS AND PROFIT FOR YOU

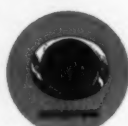
YES, you can profit repeatedly with the complete line of Anthes Safety Equipment. Anthes can supply you with approved equipment, quality-built. The two units shown above are leaders in the oil and reflector flare fields. Write for Anthes catalog today.

ANTHES FORCE OILER CO. • FORT MADISON, IOWA

# Anthes

THE FIRST LINE OF SAFETY

. . . and proud to serve the safest  
drivers on the road!



## Use of Rubber in '50 Reaches New Mark

USE of new rubber in 1950 totaled 1,240,000 long tons, a record high and over 80 per cent higher than in 1940, John L. Collyer, president of the B. F. Goodrich Co., estimated.

The American rubber industry produced more than 77 million passenger-car tires in 1950, an increase of 12 million units over 1949, Collyer said. Approximately two million more replacement truck and bus tires were sold in 1950 than in the preceding year, he said, largely as the result of "scare buying" during the third quarter.

After weighing all the factors, including the possibility of a major war, Collyer predicted that 1951 rubber consumption might range anywhere from 1,000,000 to 1,200,000 tons. At any rate, he said, consumption in 1951 should be slightly lower than in 1950.

## Are You Worried? Then Try This

"Don't worry too much about the state of the world. Think about your blessings. . . . The world took care of itself before we got here."

This sound advice was included in a list of Christmas "do's and don'ts" contained in the Christmas bulletin sent to members of the Louisiana Automobile Dealers Association by John O. Hofbauer, manager-director.

## GMC Division Sets Record

The GMC Truck and Coach Division of General Motors broke all peacetime production records recently by rolling the 100,000th truck off its lines, General Manager Roger M. Kyes reported. It was the first time GMC had reached 100,000 non-military units in one year and when that mark was passed there were still five weeks left in the calendar year.

About 77 per cent of the world's automobiles and 52 per cent of trucks are in the United States, which has only 5.9 per cent of the world's area and about 6.4 per cent of total population.

Make **BIG PROFITS** in Car Washing  
With Only a **SMALL INVESTMENT!**

JUST ATTACH WAVEWASH  
TO YOUR WATER LINE

**1 OPERATOR  
CAN WASH  
4 TO 6 CARS  
AN HOUR!**



**WAVEWASH**  
Automatic-Jet  
**CAR WASHER**

PATENTED PENDING



**1** Swing clean water spray line to wet automobile surface.



**2** Swing Wavewash Solution spray line over entire car.



**3** Sponge rub surface of car.



**4** Wave-rinse car. Dries without wiping—no streaks!



Are you still inflating tires with a hand pump?

Is your car washing still being done by your "bucket brigade"?

Be modern! Be smart! With a Wavewash Car Washer, one operator can wash an entire car in only 10 or 15 minutes!

While your customers wait, you can wash cars quickly . . . thoroughly . . . profitably!

Wavewash car washing is smart merchandising. Offer your customers a complete service and you will

- Pump more gas
- Multiply your grease jobs
- Make more oil changes
- Sell more accessories

No other car washer embodies all the distinctive features of Wavewash. Write today for free illustrated folder giving complete details.

**Sales Representatives Coast to Coast**

**JOBBERS**—a few choice territories still open. Write today!

## Dealers Have Hard Task, Haller Advises NPA

**A**UTOMOBILE dealers will be hard put to keep the nation on wheels during the present national emergency, according to a letter written by Fred L. Haller, president of the National Automobile Dealers Association, to Manly Fleischmann, general counsel for the National Production Authority.

In commenting on a recent statement made by Fleischmann

in which he listed automobiles as "non-essential," the Washington, D. C., Hudson dealer said: "The production line of America's national defense program stems from the ability of manpower, supplies and weapons of defense to move. Not only is it necessary to provide mobility of our fighting forces as they train for difficult tasks ahead, but it is necessary to provide transportation for the civilian economy essential to keep our armed forces supplied and trained."



Mr. Haller

## FINEST APPEARANCE AND LOWEST COST



### ONE-PIECE ALL-PLASTIC FRONT, LENS AND HOUSING REFLECTOR



Sturdy stop and tail lamps with plastic lens for original equipment or replacement.



Grote makes the only armored marker lamp with Grotelite shutterproofed plastic lens and metal type lens.



Most compact — Grotelite shutterproofed plastic lens — three flares fit into metal case.

CHECK  
THESE FEATURES

- ✓ Rugged, All-Plastic Front
- ✓ Rust-Proof, No Metal Parts Exposed
- ✓ Shutterproofed Grotelite Plastic Face
- ✓ Sparkling Appearance
- ✓ Low Cost — Less Replacement

Low cost—pleasing design—plus sparkling appearance mark this new one-piece, precision-molded PLASTIC REFLECTOR. Will not fade or discolor. No metal parts exposed to corrode. Designed for quick — easy installation.

**Demond GROTE**  
Lamps and Reflectors.  
Sold by leading  
automotive jobbers.



Full line of stop lights and sets for school bus — all comply with new regulations.



Streamline design — with plastic lens — sponge rubber mounting pad.

**The GROTE**  
MANUFACTURING CO., INC.

BELLEVUE, KENTUCKY

Established 1901

In comparing the transportation problem of 1941 with the present national emergency, Haller said that there were approximately 34.5 million cars in 1941 but that only 20 per cent of these were more than ten years old.

Today there are nearly 49 million motor vehicles on the highway and of those 41.4 per cent, or approximately 19 million, of the passenger cars average ten years of age. Figures for 1949, last figures available at the time of Haller's letter, showed that the average age of cars was 8.5 years and the average truck was 7.4 years old. In 1941 the average age of cars was 5.5 and trucks averaged 5.6 years.

Moreover, Haller pointed out, expanding decentralization of industry will increase essential driving mileage materially in the present emergency.

"The number of motor vehicles has increased nearly 40 per cent since 1941," he said. "The number of skilled workmen has increased only 18 per cent. In 1942 the supply of spare parts for automobiles was virtually wiped out." He reminded the NPA that a shortage of some spare parts, especially for trucks, was already appearing.

### GMC Gets Ordnance Contract

The GMC Truck and Coach Division has been given a letter contract involving an amount of approximately \$100,000,000 to produce military vehicles for the United States Army, Roger M. Kyes, division manager, said.

Motor-vehicle travel in 1949 was 27 per cent above the 1941 figure and gasoline consumption increased 33 per cent in 1949, compared with 1941.

### Tommy Tells 'Em About Safety

Tommy Tucker, a school-boy safety patrolman who almost loses his life because of one driver's carelessness, delivers a safety message with a wallop in a color film prepared by Chrysler Corp.

The 16mm film is available for showings by civic clubs, schools, churches and other groups. Copies may be borrowed from Chrysler Corp. or from any of the corporation's regional offices. The title is, "The Case of Tommy Tucker."

### GM Will Produce Jets in Kansas

**G**ENERAL Motors last month announced it had completed arrangements to build an undisclosed number of Republic F-84 Thunderjet fighter airplanes in its Buick-Oldsmobile-Pontiac assembly plant at Kansas City, Kan. The planes will be built under contract with the Army Air Forces.

C. E. Wilson, president, said tooling for manufacture of the airplanes will begin immediately.

"Meantime," he added, "manufacture of automobiles in the plant will be continued and every effort will be made to complete conversion with a minimum of layoffs of employees. When tooling is completed the plant will be used exclusively for the manufacture of airplanes."

The BOP plant, lands and building at Kansas City are government-owned facilities under lease to General Motors. Approximately 5,000 persons are employed in the assembly of passenger cars there.

The Republic F-84 Thunderjet, which General Motors will build under a licensing agreement with Republic Aircraft Corporation, has a speed in excess of 600 miles per hour, combat radius of 850 miles and a service ceiling of more than 40,000 feet. It is powered by the Allison J-35 engine, which is produced by the Allison Division of General Motors.

Automotive retail sales make up 20 per cent of all retail sales in this country, the AMA said.



## Best Market In Years For **LECTROSEAL** TIRE REPAIRS

☆ Not since the Japs surrendered have American motorists taken such care of their tires as they do today. Threat of sudden shortages and controls has made them *extra* "tire conscious."

It's your best chance in years to build a lasting, profitable tire repair business with Bowes "Seal Fast" LECTROSEAL... the compact, efficient unit that permanently seals holes and breaks in tread or sidewall, and brings your customers back. Built-in thermo-switch and automatic timer assure perfect results every time. LECTROSEAL repairs are safe, dependable, profitable.

You'll pump more gas, sell more T B A, if you *also* promote complete tire service. Ask your Bowes "Seal Fast" distributor to show you how... or write direct for full information.

### SET UP A COMPLETE TIRE AND TUBE REPAIR DEPARTMENT



There's real money in tire and tube repair... by using the tested Bowes "Seal Fast" method. Bowes provides the finest repair materials and offers on-the-spot training that makes you an expert tire repairman. Get all the facts!

**BOWES "SEAL FAST" CORPORATION**  
INDIANAPOLIS 7, INDIANA

## Has "Care Will Save Car" Been Put to Work for You?

**"H**UNDREDS of inquiries from the trade on the 'Care Will Save Your Car' program have resulted from articles in the October and November trade papers," George W. Stout, executive secretary of the Automotive Advertisers Council, Inc., reported last month.

"Apparently dealers are 'right' for the local promotional campaign such as we have to offer through jobbers who have enrolled in the 'Get It from Your Jobber' program," Stout said.

This cooperative, at-cost program, prepared by the Automotive Advertisers Council, Inc., is still available to independent garages, service stations and new-car dealerships from jobbers enrolled in the campaign.

The program includes many types of advertising and promotional material. For use in the shop itself, there are decals, streamers and posters.

Mailing cards and bulletins are available in eye-catching colors. The council will supply shop operators with names of car owners in their areas. The shop operator merely checks off the names to whom he would like a portion or all of the mailing series to be sent and returns the list to the council with his check. The list will indicate the year and make of car owned by each person. In this way shop operators—especially of smaller firms with limited office help—can have the benefits of di-

rect-mail promotion with very little time and effort.

Radio spot announcements and newspaper ads are included in the material. Electros of the "Care Will Save Your Car" emblem are available in three sizes for use by the shop operator on stationery or other of his own material.

Cost of the program has been kept low so that it will be in the reach of most automotive service shops.

Other details on the program may be obtained from George W. Stout, executive secretary of Automotive Advertisers Council, 105 Jennings Building, New Castle, Ind., or from any wholesaler participating in the "Get It from Your Jobber" program.

### Truck Demand Reveals America's Growth

**O**NE of the most striking signs of America's expanded economy was found in the continued demand for trucks in 1950 after four years of record-breaking production. J. W. Burke, manager of the Chevrolet truck department, said in announcing that Chevrolet had delivered more than 425,000 units during the year.

"Measured by any postwar experience, the strength of the 1950 truck market was without parallel and represents, we believe, a permanent addition to our business," Burke said. "The 8,000,000

trucks now in service involve a 65 per cent gain over the prewar total.

"By the end of the year the industry expected to turn out 6,000,000 postwar trucks at an average annual rate of 1,200,000 units. Before the war the industry never reached the million mark in civilian-truck production in any year and in many years a volume of a half million was rated satisfactory.

"While we realize population growth and general business prosperity have played a part in increased sales, there is another factor that is most significant when considering the future. The dispersal of manufacturing, trading and residential centers has created a change in our economy. Because of it we are revising our opinion of potential truck sales. The development could well mean that the million-truck year may become customary rather than unusual," Burke stated.

### Prices Shooting Up? Figure This Way

"In 1940, steak was 32 cents a pound; a Chrysler Crown Imperial was 94 cents a pound. Today, steak is \$1.18 a pound for the same old beef, and a Chrysler Imperial is 85 cents a pound. And compare the value in the two cars!"

A poster carrying this message, displayed between a 1940 Chrysler Crown Imperial and a 1950 Imperial, has created a lot of comment in the showroom of Converse Motor Co., Albuquerque, N. M. Knox Converse, manager, reported that this method of figuring had made a hit with many prospects.

### Oil Tops Wartime Peak

Since the peak oil-consumption war year of 1945, total U. S. crude oil production capacity has been increased 27 per cent and refining capacity has been increased 21 per cent, the API said.

The San Antonio (Texas) Transit Co. recently bought 15 Propane-powered buses and is converting 62 of its present units to Propane, Twin Coach said.

This trademark for the cooperative advertising program is becoming a familiar sight to motorists, as well as to dealers and garagemen.



# 'The best idea for repairing carburetors we've seen yet'

say Francis and Larry Fugliese  
of Armand's Fuel Company  
131 Davis Street  
Oakville, Conn.



"We previously did very little rebuilding of carburetors in the shop," report the Fuglieses. "Now, using the Fingertip System, we can rebuild a carburetor completely, ourselves, in about one hour."



"It's helping us to build a reputation around here for expert carburetor work," says Larry Fugliese. "Our carburetor repair business has gone up about 75% since we installed our Hygrade Rebuilding Dept."

**save on gas**

**\$69<sup>75</sup> complete!**

Includes the priceless Hygrade Manual, assortment of 28 kits to repair all Chevy, Plymouth, Ford carburetors; all the tools and equipment you need; cabinet; a continuing bulletin service; metal signs, outdoor banner, etc. (This outfit is worth over \$102.00.)

Better your business all around by rebuilding carburetors in your own shop. You build a name for A-1 motor repair work by knowing carburetors inside-out. You can stake your reputation on a rebuilt because you *know* you put in all new parts. And you make more profit on every carburetor job. Find out how the revolutionary Hygrade system can *make you a carburetor expert in one week's time*. Write today for free booklet. **HYGRADE PRODUCTS DIVISION, Standard Motor Products, Inc., 35-35 Thirty-fifth Street, Long Island City 1, N. Y.**

## HYGRADE

### FINGERTIP SYSTEM of CARBURETOR REBUILDING

*by the makers of Blue Streak Ignition Products*

## Granville Dealers Elect Medford

**J.** J. MEDFORD of Oxford has been elected president of the new Granville, N. C., Automobile Dealers Association. Clement Yancey is vice-president and J. A. Watkins is secretary-treasurer.

Directors include J. K. Nelms and C. R. Sherman.

The association includes all new-car and truck dealers in Oxford. At the organizational meeting it was decided to ask the deal-

ers in Creedmoor to join the Granville association.

## Leesburg Association Names H. L. Butler

**H**ERBERT L. Butler of Butler Chevrolet Co., Inc., has been elected president of the Leesburg, Fla., Automobile Dealers Association.

J. H. Haynes of Haynes-Polk Motors is vice-president and J. M. Mayer of Leesburg Motor Co. is secretary-treasurer.

## Ford Production Hits Two Million Units

**F**ORD Motor Co. and its 142,000 people produced two million Ford, Lincoln and Mercury passenger cars, trucks and tractors during 1950, Henry Ford, II, announced at the close of the year.

Payrolls totaled more than \$590,000,000. The company spent \$1,750,000,000 for raw materials, finished products, construction and services, Ford said.

"It was one of the best years in Ford history, with production and sales breaking all company records of the past quarter-century," Ford stated.

"Such figures now seem important only as they indicate the ability of Ford Motor Co. to do its part in the job ahead of us all as we enter this decisive year."

## Commercial Credit Advances Grimes

**E**DMUND L. Grimes, vice-president and controller of Commercial Credit Co., was elected executive vice-president and Thomas A. Duncan was elected vice-president at the year-end board meeting.

Grimes, who will continue as controller, has been with the firm since 1944.

A graduate of the University of Kentucky, Duncan was operations manager for the Southern territory for several years. For the past two years he was manager of sales and operations of the time-sales financing division in the Southwest and South Central states.

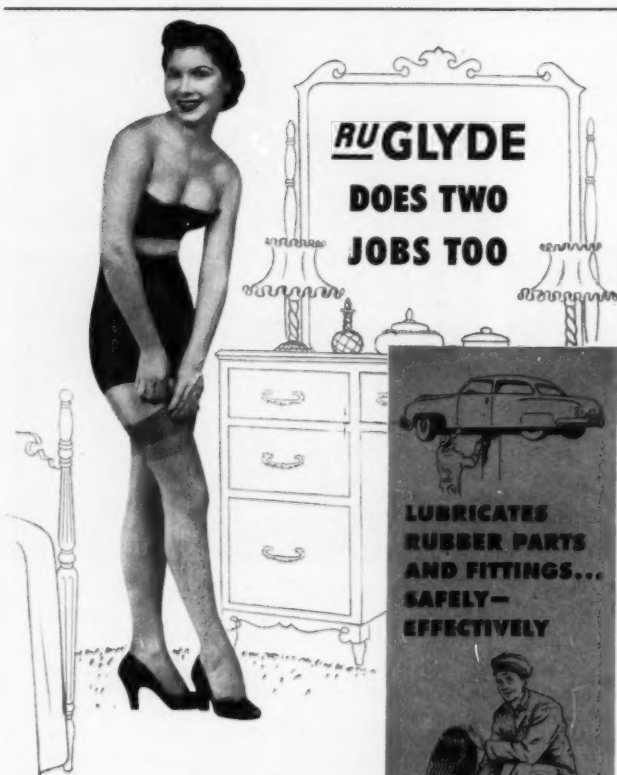
## Buick Builds 552,779 Units During 1950

**B**UICK Motor Division built 43,461 cars in December to bring its 1950 total to 552,779 units, Ivan L. Wiles, general manager, announced.

Production was 38 per cent higher than in 1949 and the greatest in the division's history. Output averaged 1,923 units for each of the 287 working days.

## Nash Sets Record in '50

Nash-Kelvinator Corp. set new records for production, sales, earnings, employment and payrolls in the fiscal year ended Sept. 30, George W. Mason, president, revealed in the 1950 report.



A girdle (they say) is a double duty garment. It holds a gal *in*...her stockings *up*. RuGLYDE is a dual-purpose item too! It's used throughout the trade for lubricating rubber parts and fittings and for mounting and dismounting tires. Industry-approved for both jobs. Order from your jobber.



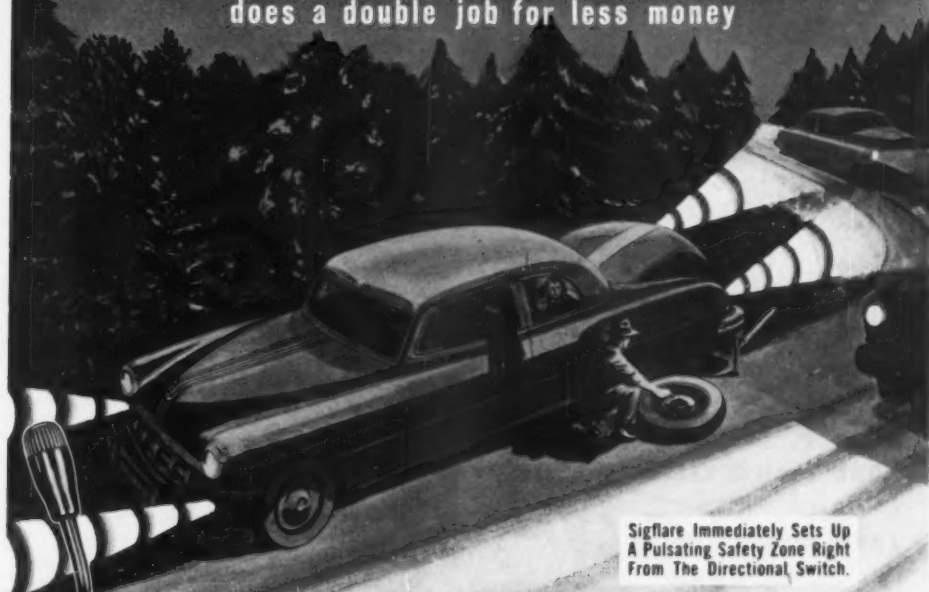
AMERICAN GREASE STICK COMPANY  
NUSKEGON, MICHIGAN

# Why Sell an Old Style Directional Signal Switch?

THE REMARKABLE NEW

# SIGFLARE

does a double job for less money



Sigflare Immediately Sets Up  
A Pulsating Safety Zone Right  
From The Directional Switch.

**A FLIP of the WING LEVER SAVES LIVES**  
when the vehicle is disabled

**A TOUCH of the REGULAR LEVER**  
**SIGNALS THE TURNS**

Converts Tail Lights and Parking Lights Without Special Sockets



## Signal-Stat CORPORATION

SIGNAL-STAT BUILDING

523-539 Kent Avenue, Brooklyn 11, N. Y.

## How about the Bus Outlook For 1951? Here's One View

By L. J. FAGEOL  
President, Twin Coach Co.

ANY prediction as to business volume in the bus industry in 1951 must, of course, be qualified by the statement that production will be wholly governed by war conditions and the avail-

ability of materials.

Public transportation, essential in peacetime, becomes doubly important in war. It is necessary that greatly increased numbers of war workers be transported to

and from their jobs. In 1950, the nation's 88,500 transit vehicles (rapid-transit cars, street cars, trolley coaches and buses) carried over 17,300,000,000 riders.

This number in 1951 certainly will be increased to 19 billion by expanding war industry. Curtailment of passenger-car production, shortages of automobile parts or tires could raise it to 23 billion. And gas or tire rationing might easily load 26 billion riders into our public-transportation vehicles. Transit service rose steadily during World War II to a peak of 23,254,000,000 riders in 1945.

### To Deliver 7,900 Units

In order to meet this 1951 need for public transportation, and to replace worn-out vehicles, the American Transit Association estimates that it will be necessary for manufacturers to produce and deliver a minimum of 7,900 transit vehicles during the next 12 months. This total is made up of 6,650 buses, 1,000 trolley coaches, 100 street cars and 150 rapid-transit cars.

Similarly, the American Association of Motor Bus Operators has estimated 1951 needs of its members at 2,200 buses. This indicates total bus requirements of 8,850.

These figures represent realistic estimates of the minimum number of vehicles required to take care of replacements and keep transportation machinery rolling in high gear: If the government gives the green light to build this many vehicles, there is no question of our industry's ability to produce them or of operators' willingness to purchase. There are also definite indications that the government itself will make large purchases of buses.

Another certain development in 1951 will be great expansion in the use of propane as a bus fuel. Propane is not a critical war material and in event of fuel shortages, it seems probable that it will remain ration-free. A number of the nation's leading transit lines are now converting to propane.

To summarize—I believe that 1951 will be a period of trials and tribulations in transit as in most American industries. However, I am confident that, with close cooperation between government and private industry, we can produce sufficient buses to meet every public and government transit need of the nation.



**DOUBLE-TAKE!**  
**YES SIR!**  
**DOUBLE THE "TAKE"**  
**...TWO PROFITS WHEN YOU STOCK**

**Lusco**  
**LAZY MAN'S CLEANER**  
**and**  
**LAZY MAN'S**  
**SILVIZE**  
**POLISH**



**GET THIS COMBINATION OFFER FOR EXTRA PROFITS NOW!**  
Here are the two most profitable items you can carry on your supply shelf. You can not only earn huge profits from the sale of Lazy Man's Cleaner and Lazy Man's Polish with Silicone, but you can create long-lasting customer satisfaction. Take advantage of the free trial offer and learn for yourself the amazing magic of these two products.

**... A SUPER AUTO-PROTECTIVE COATING with 6% GENERAL ELECTRIC SILICONE!**



LUSCO, INC. • 5915 BONNA, CLEVELAND 3, OHIO  
Enclosed is my \$4.00. Send me 3 cans of each with a "PURCHASE CERTIFICATE" guaranteeing my unconditional satisfaction on a money-back basis and good for \$4.00 toward the purchase of one case each after the regular discount. My local wholesaler is

Name \_\_\_\_\_  
Firm \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

## Willys-Overland Capital Stands at New Peak

**W**ILLYS - OVERLAND Motors, Inc., closed its fiscal year September 30 with working capital and earned surplus at new peaks, unfilled orders rising and "accelerating monthly earnings running at the annual rate of better than \$2 a common share," Ward M. Canaday, chairman and president, reported to stockholders in the annual report last month.

Net working capital at the 1950 fiscal year-end totaled \$26,640,030, highest ever attained by the present corporation, and an increase of \$1,532,019 over the previous year-end, it was stated. Cash and government securities totaled \$18,222,563, a decrease of only \$2,196,955, after paying \$7,140,852 during the year to settle completely all World War II renegotiation claims and \$752,024 to purchase for retirement 14,000 shares of preferred stock.

The common stock equity at Sept. 30, 1950, of \$43,556,991 was equal to \$15.61 per share. Earned surplus stood at \$23,112,473 compared with \$18,712,693 a year earlier.

"Net sales for the year were \$107,886,249, and net profit \$1,605,517," Canaday said. "These compared with \$142,362,944 and \$3,423,711 in 1949."

## GM Stockholders Hit New High

**T**HE number of holders of General Motors common stock reached a new high of 410,428 during the fourth quarter of 1950.

The major portion of the 10,439 increase over the total for the previous quarter is attributable to the effect of the two-for-one split of the common stock approved at a special stockholders' meeting in September, officials said.

Including preferred stockholders, ownership of General Motors shares totaled 440,735 for the fourth quarter this year, compared with 430,452 for the third 1950 quarter and with 433,878 in the fourth quarter of 1949.

There were 20,727 owners of the \$5 series preferred stock and 9,580 owners of the \$3.75 series preferred in the fourth quarter of 1950. This preferred ownership totaling 30,307 compared with 30,463 preferred-share holders in the third quarter of 1950.

# Kester Solder



Kester Acid-Core Solder is made only from newly mined grade A tin and virgin lead. The tin-lead content was established by the trade as the alloy that would give the best results.

## Dependable Quality

The same top quality year after year. Kester Solders — acid-core, special radiator flux-core, rosin-core and other solders. Can be relied upon to do the job right.

# Saves Time

The boys' back shop will not consider anything but Kester. They know it is faster and easier to use . . . makes the best solder bonds.

### KESTER SOLDER COMPANY

4201 Wrightwood Ave. • Chicago 39, Illinois  
Newark, New Jersey • Brantford, Canada

**KESTER  
SOLDER**



The Mechanics Standard since 1899

## Miami May Lead Country In Car-Population Ratio

**I**F MIAMI'S 247,262 citizens all went motoring at once and shared seating accommodations, everyone could ride in the front seat.

The same holds true for all of Dade County, Fla., of which Miami is the government seat, according to the City of Miami News

Bureau. During the first 11 months of 1950, there were 220,064 automobile tags sold in the county.

Dade's population is 489,830, according to federal census figures. This means an automobile for about every two and a third persons in the county.

While there are no immediate figures for Miami proper, it is evident that there are more automobile owners among the city dwellers than in more sparsely populated areas of the county, the bureau stated.

Dade County now may lead the nation in number of automobiles to population, as it came near doing in 1949. *Automobile Facts and Figures of the Automobile Manufacturers Association* for that year showed Dade was led by only two counties in the country—Nassau County, N. Y., in which Hempstead is situated, and Genesee County, Mich., in which is the automotive center of Flint.

The 1949 figures show Nassau County to have had an automobile to every .8 family or 2.8 persons, and Genesee County, one automobile to every .9 family, or 3.1 persons. Dade County had an automobile to every family or 3.3 persons in 1949, the bureau said.

### Oldsmobile Breaks Ten-Day Record

**O**LDSMOBILE Division broke all records for ten-day sales in its 53-year history when dealers sold 14,055 new cars in the second ten days of December, S. E. Skinner, general manager, announced last month.

This was 400 cars greater than the previous record of 13,606 new cars delivered in the June 20-30 period this year.

The record Dec. 10-20 sales brought Olds sales for the year to 378,032 new cars. This is 41 per cent greater than the 267,206 new cars delivered from Jan. 1 through Dec. 20, 1949.

"A year ago we set a goal of 350,000 new-car sales in 1950," Skinner said. "With the enthusiastic public acceptance of our 1950 models, we raised our goal to 375,000 new automobiles this year. We passed that mark, with sales in the final ten days of the month yet to be added to the total."

### Military Uses the Oil

For the fiscal year ending June 30, 1950, military petroleum requirements were estimated at 101,887,000 barrels. While considerably below those for 1945, they were more than eight times the 1941 needs, which amounted to 12,000,000 barrels, the American Petroleum Institute said.

Shrink metal quicker and easier...

Herbrand's  
tool-of-the-month

**SHRINKING  
HAMMER**

NOTE THE ROUNDED CORNERS  
in this actual size photo of head

Pat.  
Applied for

Mechanics can do a faster and better job of shrinking the metal of damaged fenders or bodies with the Herbrand BF-12 Shrinking Hammer. Scientifically designed face of shrinking head does not cut into the metal but pulls it together without tearing. A minimum of surface damage speeds up the job of filing, filling, sanding, etc.

Opposite head of hammer is mirror smooth for fine finishing work. Both working faces are absolutely flat with 1½" working surface. This unique hammer is forged from 1 piece triple alloy steel. Perfectly balanced and expertly finished.

Mechanic's Net  
**\$3.50**

Another Herbrand  
TOOL-OF-THE-MONTH  
Selection



Every month see the  
TOOL-OF-THE-MONTH  
at your Herbrand  
tool distributor

Herbrand Tools, Fremont 8, Ohio



## Olds to Manufacture Bazooka Rockets

**O**LDSMOBILE Division of General Motors will manufacture 3.5-inch rockets for the Army's new super-bazooka, it was announced late last month by S. E. Skinner, general manager of the division.

Oldsmobile has received a letter of intent from the Ordnance Department through the Detroit Ordnance District for its first defense contract since World War II.

The 3.5-inch rockets, which are used as ammunition by the new and larger bazooka, will be produced in the engine-parts plant at Lansing, Skinner said. This plant formerly was used to manufacture the Olds six-cylinder engine, production of which was discontinued last September.

Approximately 300 persons will be employed at first on the contract, according to Skinner, but this eventually will be increased to more than 1,000 employees. Most of these will come from Olds' present work force. Several months will be required to tool up for the job. Oldsmobile has placed orders for some of the machinery required, while additional equipment will be furnished from government storage, Skinner said.

Under this program of "combined operations," said Skinner, Olds will continue to produce automobiles for civilian use while meeting its defense schedules.

## Fred Jones, Jr., Dies In Plane Accident

**F**RED JONES, Jr., vice-president of Fred Jones, Inc., died with two Oklahoma University fraternity brothers in a plane crash at Hope, Ark., Dec. 26.

He was the son of Fred Jones, chief stockholder of the Ford and Lincoln-Mercury dealerships at Oklahoma City and Tulsa, Okla.

Jones, who was 25, was en route to Coral Gables, Fla., in his own plane when the accident occurred.

## Mueller Joins Willys

Kenneth M. Mueller, formerly secretary and treasurer of the Black Advertising Co., Toledo, Ohio, has been named assistant to the general sales manager of Willys-Overland Motors, Inc.

## J. B. Orand Heads Dallas Dealers

**J.** BRUTON Orand, owner of J. Orand Buick Co., Dallas, Texas, has been elevated to the presidency of the Authorized New Car Dealers of Dallas, Inc. He became president automatically because of his senior membership on the executive committee.

Fred Oakley, president of Fred Oakley Motors (Studebaker), was elected a member of the committee, which also includes Thom-

as Maher, whose 18-month term expires in June.

Orand succeeds Earl F. Hayes of Earl Hayes Chevrolet Co. as president of the association. Hayes was given a plaque at the annual Christmas gathering.

## Cadillac Produces 110,000

The Cadillac Motor Car Division produced more than 110,000 cars between Jan. 1 and Dec. 31, 1950, an all-time record, General Manager Don E. Ahrens reported.

## New...

### JOHNSTON'S 49-51 BUSHING PULLER and DRIVER SET for FORDS and MERCURYS

#### • PULLER

contacts while telescoping shaft, goes through bushing and expands. Turn screw and pull, withdrawing bushing and grease seal.



#### • DRIVER

seats new bushing.



• Cross section of puller in action.

**\$14.95**

NET TO DEALER  
F.O.B. FAIRBURN

**Now you can remove and replace transmission bushing in 15 minutes**

#### For 49-51 Ford and Mercury—Standard and Overdrive

Worn bushing is usually the root of the trouble when there is vibration and leaking grease seal. The slightest wear on the bushing sets up considerable vibration which immediately causes grease seal to leak.

NOW bushing removal and replacement is easy and profitable. No more chiseling away 4 and 5 hours. No more dreading or postponing bushing removal! No more incomplete jobs turned out! Now it's easy to replace bushing while transmission is assembled — when bushing is worn — when installing new grease seal — when installing new universal joint. JOHNSTON'S 49-51 BUSHING PULLER and Driver Set does the job in 15 minutes!

**FOR QUICK PROFITS GET JOHNSTON'S BUSHING PULLER AND DRIVER SET TODAY!**

- It does a 4 to 5 hour job in 15 minutes!
- It pays for itself with one job! Absolutely guaranteed!

**CALL YOUR JOBBER OR WRITE DIRECT.**

*Johnston*

**MANUFACTURING COMPANY**

FAIRBURN, GEORGIA

## Jobber News

(Continued from page 61)

six years descended on Chicago, where the show was held at Navy Pier, on Thursday of the five-day show. The mercury went scooting downward and a strong wind didn't add any joy to the situation.

B. G. Close, vice-president of King Quality Products and chairman of the Joint Operating Committee of the show, said in an interview that attendance was considered "exceptionally good the

first half of the week," and added:

"We have had absolutely no complaints on the show at all."

The 521 exhibitors, he said, were well pleased, "many having told me that they have had the best play they have ever had."

The booths were strung out, as usual, alongside four aisles on the pier, requiring the capacity 175,000 square feet of display space available.

Unless the international picture should make it inadvisable—or

## 5,000 Apples a Day Keep Jobbers—(?)

25,000 to 30,000 apples—the biggest and the reddest to be had in the state of Washington—got crunched between jaws which passed for five days by a booth at the A.S.I. Show last month.

That number, said C. J. Chapman, manager of the Southeastern district of National Carbon Division of Union Carbide and Carbon Corp., were polished by a busy staff who carried out a feature which has become highly popular at the show at Chicago's Navy Pier, where "hot dogs" are the common form of sustenance until one returns to his hotel.

unless some other emergency should crop up—the next show is scheduled for 1952.

## Crump Opens Atlanta Branch

B. T. Crump Co., Richmond, Va., has opened showrooms and offices for its line of seat covers at 1024 Crescent Ave., N. E., Atlanta. W. Davis Lee, formerly with Lee Distributing Co. of Richmond, will manage the operation, which will cover South Carolina, Georgia, Florida, Alabama and Louisiana.

Lawrence M. Rich has been named vice-president and general sales manager of the Plomb Tool Co., Los Angeles, Calif. He was with Plomb from 1929 to 1932, when he joined Marlin-Rockwell Corp. From 1946 to 1950 he was director of sales for Durkee-Atwood Co.

# STOP

winter wear  
with

# PYROIL

Wintertime is wear-and-tear time on your car — unless you give your motor added lubrication protection. It's easy and economical to do this with Pyroil. Pyroil improves winter lubrication because it gives low viscosity oil the special added property of adhering to vital metal surfaces at all times. This clinging film of oil protects piston rings and cylinder walls. It assures "quick starts". It prevents damaging rust. It frees the engine of sludge and gummy deposits.

To stop costly winter wear, start using Pyroil — start adding miles to your car.

## PYROIL FOR AIRCRAFT ENGINES

Use Aircraft Pyroil B for lubricating oil, Aircraft Pyroil A for gasoline.

**GIVEN!**

An attractive Pyroil metal savings bank, takes coins up to 50c pieces. MOTORISTS, it's yours for the asking—sent postage paid.



## PYROIL COMPANY

540 Main Street

La Crosse, Wisconsin

Canadian Distributors:  
Central Purchasing  
Agencies, Ltd.  
Toronto, Ontario

## Southern Representatives

**Southeast**  
McDonald & McPherson Co.  
P. O. Box 452,  
Atlanta, Georgia

**Southcentral**  
John T. Jolly Sales Co.  
1916—34th Avenue  
Meridian, Miss.

**Southwest**  
Hirsig-Frazier Company  
807 Cotton Exchange Bldg.  
Dallas, Texas

# START

winter profits  
soaring with

# PYROIL

In weather — cool to way below freezing — motorists become more car-care conscious. Pyroil always has been the preferred product for car protection in all kinds of weather. Protection is sure with Pyroil and motorists know it.

Jobbers everywhere can cash in on profits from this preferred product.

Pyroil is the "Companion of Champions" — the first choice of consumers — the best bet for jobbers and dealers.

Let a factory representative tell you the complete Pyroil merchandising and promotion program.





Field representatives from the Southern and St. Louis divisions, as well as New England, New York and Canada, are shown at the annual technical-sales conference of Oakite Products, Inc., held in New York City recently.

### McDonald Supply Opens Amarillo Building

WITHOUT fanfare or flowers, McDonald Auto Supply Co., Amarillo, Texas, opened its new building recently. Stanton Thatcher, owner and manager, sent out personally-signed letters to all customers to inspect the quarters. There were no refreshments or door prizes.

"The opening was merely to give our customers an opportunity during Sunday, when their own businesses were closed, to come in and inspect our new building," Thatcher said. "But we were surprised with the number of customers and the distance some of them had to travel to get to Amarillo."

The building was well along in construction when fire wiped out about half of the old establishment last June.

### Kellogg Advances Cogswell

Fred L. Cogswell has been appointed sales manager of the Kellogg Division of American Brake Shoe Co. He joined the National Bearing Division in 1935 and had been representative for Kellogg in Chicago before his promotion.

"Conditions in general are good. However, there is not as much money in circulation as there was this time last year," Miss Christine Watson, bookkeeper for Automotive Parts Co., Texarkana, Texas, reported last month.

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ENGINEERED

**WHEEL WEIGHTS of DISTINCTION**

**A SIZE and TYPE for EVERY APPLICATION**

- Thoroughly Inspected
- Trim Appearance
- Easy To Apply
- Stays In Place
- Universal Fit

GET IT FROM YOUR JOBBER

SEE YOUR JOBBER OR WRITE FOR CATALOG

LOOK TO D & T FOR LEADERSHIP

**TURNER** *Manufacturing Co.*  
KOKOMO, INDIANA, U.S.A.

# Dear Boss:

## Jobber salesmen are lazy.

**J**OBBER salesmen are "terribly lazy as a whole," according to the recent report of a Southern salesman to his employer, in which the salesman relates that he wasted nearly an entire week and was unable to get a jobber salesman started working before 10:30 in the morning.

The employer, in this case a manufacturers' agent, had previously telephoned the jobber sales manager, and the latter agreed that he could use the agent's salesman during a specific week. The sales manager further agreed to work out a schedule with his own salesmen, so that the factory man's salesman could spread his efforts equally among jobber salesmen during that week.

However, the sales manager was called out of town, the schedule was not prepared and in the absence of their sales manager the jobber salesmen were not enthusiastic to cooperate, according to the report.

With all names of persons and locations deleted, here is the frank and accusing report of the salesman to his boss:

"First of all I want to tell you that I am receiving very poor co-operation from jobber salesmen here. Unfortunately for me, the sales manager left town this week and he is the only one who can give the salesmen their working schedules, with factory men.

"Seems that you can't get a man to leave the store before 10 or 10:30 a.m. Normally, I should have made one or two calls by then; as you know, I am always ready to go by 8 or 8:30.

"One day last week, I sat in the office from 8:30 to 10:30 a.m., after making one call with a salesman, who then had to leave me to get work done on his car. I asked him to let me pick him up and go make some calls, but he had other plans.

"I talked with the purchasing agent and he said this was one

By Baron Creager  
Southwestern Editor

thing that the sales manager was trying to get straightened out with his organization. He says it puts him in bad condition with the factories, also. He suggested to me to see the sales manager and tell him exactly what happened, and he believes he will work out a schedule for me. He is

*Editor's note: These columns are open for replies to this article from any jobbers' salesmen.*

very nice indeed and is trying to help me.

"Yesterday, which was Friday, I sat in the office from 8:30 until 10:45. I could get no one to work with and spent much of this time talking to the purchasing agent. I then left and made personal acquaintances with the following:

(At this point the salesman lists a number of calls made on his own initiative.)

"Well, I guess that's all for now, except you know I like to work all day and every day and this past week has made me believe that jobber salesmen are terribly lazy as a whole. However, once they see a demonstration, they get enthused, but my trouble seems to be to get them out for that first demonstration.

"Hoping some jobber salesman works me 15 hours a day, and every day the coming week, I am,

"Very truly yours,"  
(Signature)

In confiding the experience of his salesman to SOUTHERN AUTOMOTIVE JOURNAL, the manufacturers' agent insisted the salesman meant every word when he wrote, expressing the hope that "some jobber salesman works me 15

hours a day."

"That is one trouble with the jobbing business today," commented the agent on the report of his salesman.

"This man of mine is one of the hardest workers I ever saw and, in addition, one of the best salesmen I ever had.

"The irony of it is that in this case I went to the expense of telephoning the jobber sales manager to make arrangements for them to work my man a full week.

"What happened is, by my observation, happening in a great many jobber organizations. What is to be done about it, I don't know, except that I suspect the trouble, in a great many cases, lies at the top.

"What I do know is that an incident like this not only costs me considerable money—money wasted for the expense and salary of a top-notch salesman—but it also costs the jobber sales. These sales, and profit for all of us instead of loss, would have resulted if the jobber's salesmen had been aggressive enough to work with my man."

### Waters Heads Aro Sales

Ed. J. Waters is now sales manager of the Automotive Lubrication Division of Aro Equipment Corp., Bryan, Ohio. He was formerly with Oldsmobile Division, working for the division in Washington during the war. More recently he was with Allen Electric and Equipment Co.

"General conditions in our territory are good," President Grant Wagner of Kingsley-Wagner Supply, Inc., Hutchinson, Kan., reported last month.

"General conditions in our territory are average," Manager Glen H. Day of Cornelius Motor Supply, Inc., Pampa, Texas, reported last month.

## Group Organizes to Meet FTC's Discount Threat

**T**HE automotive parts industry, seriously concerned over the efforts of the Federal Trade Commission to force all parts, accessories and equipment manufacturers to eliminate functional price differentials as well as trade discounts, announced progress in the forming of an all-industry group to be known as the Automotive Service Industries Committee.

The group is an outgrowth of confusion on proper methods of doing business caused by staff activities in the Federal Trade Commission and the Department of Justice which threaten to undermine the whole supply and distribution pattern in the automobile replacement field, according to Harold T. Halfpenny, Chicago legal counsel of the industries committee. It was formed following a series of meetings in New York, Detroit and, last month, in Chicago.

L. G. Matthews of Sealed Power Corp., Muskegon, Mich., has been selected as chairman of the committee, and Ira Saks, Accurate Parts Manufacturing Co., Cleveland, Ohio, as treasurer.

Carl R. Wippen has been appointed executive vice-president of the McQuay-Norris Mfg. Co., St. Louis, Mo., according to A. J. Mummert. This position was left open when Mummert was elected president last April. Wippen has been vice-president in charge of sales for the past seven years. He came to McQuay-Norris in 1919 as an office assistant and joined the sales force in 1920. He served in turn as district sales manager and special sales representative before becoming director of sales. He will continue to head the sales divisions.



Present pending cases before the FTC question the legality of the historic methods of distribution of the automotive industry that provide a means of remuneration to distributors, wholesalers and retailers for the complex services they perform in the distribution of the innumerable

items required to maintain America's millions of cars, trucks and buses.

Pointing out that there is justifiable fear among independent and small suppliers in the automotive production, distribution and service trades that precedents of pending federal cases for one-price policy may force many established firms to go out of business or merge with larger units, Halfpenny expressed confidence that the FTC would reject the theories of a one-price system ad-



**the  
wrench that  
reaches  
any bolt**



**CP Pneumatic Pump** powering push-and-pull ram — Here's an easy way to apply a giant's strength. 15-lb. Pneumatic Pump will power any hydraulic equipment now operated by hand, by merely attaching pump to a compressed air line. Throttle can be controlled by knee, foot, elbow or hand.

Thanks to its detachable angle head, this CP-750 Air Impact Wrench is making easy work of running a cap screw in a mighty awkward spot.

And controllable power assures running on nuts and cap screws to proper tightness.

In the complete line of CP Controllable Air Impact Wrenches there's a size suited to any nut or bolt on car or truck. Capacities: CP-730 to 7/16" bolt size; CP-750 to 5/8" bolt size; CP-770 to 1" bolt size — all are equipped with detachable angle heads.

For still heavier jobs, the CP-365, with a capacity to 1 1/4" bolt size, is available in straight and angle head models.

*Write for full information.*



**AUTOMOTIVE SERVICE EQUIPMENT • FENDER IRONS • ELECTRIC TOOLS  
AIR IMPACT WRENCHES • AIR COMPRESSORS • PNEU-DRAULIC PUMPS**

vanced by its staff members.

He added: "Government requirement of a one-price policy by the manufacturers to all classes of trade, regardless of their function, will tend to eventually eliminate all wholesalers so that manufacturers, in order to continue their operation, would have to sell to retailers direct. These unsound theories now have a cross-section of a great industry under constant fear of costly hearings and proceedings and if accepted would eventually destroy

competition and encourage further integration of large companies. It seems ironical that the federal government should be fighting monopolies and at the same time considering proposals to advance integration of large companies."

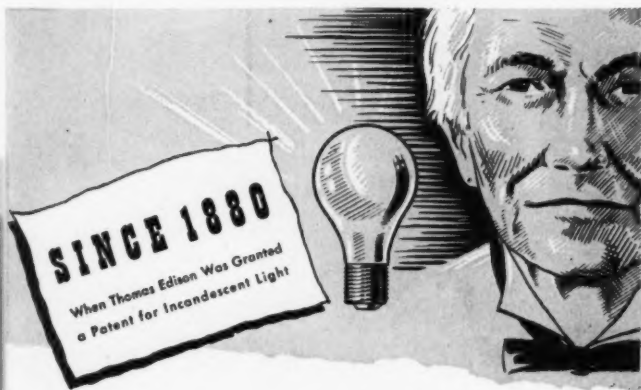
Citing that the president recently called upon the chairman of the FTC, the attorney general and the secretary of commerce to cooperate in the clarification of laws designed to further competition, the chairman said that the industry-wide committee was

formed in the spirit of the president's request and to aid in implementing its objectives where possible.

In this connection, Chairman Matthews cited the committee's objectives as set forth in the call for the industry meetings just completed:

"To acquaint the proper federal agencies and congressional committees, by petitions and hearings, with the historical methods of distribution of the automotive industry. To request the FTC to determine what practices might be considered legal or illegal in connection with the various methods of distribution in the automotive industry, so as to allow its compliance rather than the necessity of numerous individual attacks by the FTC and the Department of Justice upon various individual manufacturers and wholesalers in this country's automotive service industry.

"The committee shall make or have made careful economic studies and have counsel prepare a full and detailed presentation to the FTC, other interested governmental agencies and congressional committees, of present practices that have been prevalent in the distribution methods of our industry for many years and the



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## SPRINGS

There's more than steel and 70 years of EXPERIENCE in Tuthill Springs.  
There's more than QUALITY . . . the finest alloy steel obtainable, heat treated  
for greater strength and longer life. There's also PROFIT in fast turnover for  
a product that is constantly in demand because it's dependable and  
priced right. And now there's even more . . . MOLYBDENUM DISULPHIDE (MoS<sub>2</sub>),  
the newest Tuthill extra that keeps springs from squeaking and galling.  
What's more, Tuthill Springs are "Moly Disul" treated at no extra cost!



Ask your Jobber for  
a FREE copy of our  
latest Car Application  
Wall Chart.



Look a little happier, Jimmie!  
Most people would if they had  
been having the kind of hunting  
luck experienced a few weeks ago  
by James C. Parker (left) of Motor  
Parts & Supply, Mobile. The pre-  
sident of MEWA and a Mobile  
friend, Werner Wosnik, are shown  
here. Their party bagged three  
wild turkeys (one of them shown  
below), a nine-point buck and 26  
quail in two days.





Roy E. Davis of Atlanta, Georgia and Florida sales representative of The Toledo Steel Products Co., won the company's watch award for highest sales achievement during 1950. The award was presented by J. E. Adams, vice-president and general manager, at a banquet December 1 concluding the company's annual week-long sales conference in Toledo. Davis has been with Toledo for ten years, first as junior sales representative in Tennessee and Kentucky, later as district representative covering Mississippi and Alabama, and for the last two years as district representative of Georgia and Florida.

background of them, and to work out the presentation in the most complete and graphic form possible in order to be able to secure the cooperation of the FTC in clarifying the present very confused situation.

"It shall be the object of this industry-wide committee to accomplish this one purpose and to undertake no other activities."

Spokesmen for the newly-formed industry group declared that the committee will deal only in broad activities and will not intercede in any individual actions or cases before government agencies. However, specific cases now before the FTC which involve a ban on all functional discounts except those based on actual cost differences resulted in the industry action. FTC action pending against three spark-plug companies are cases in point. Five independent automobile manufacturers have advised the FTC that the precedents proposed would drive them out of business.

During the meetings leading up to formation of the committee, speakers pointed out the ruinous effects of policies proposed to the FTC by its staff. Hearings before the U. S. Supreme Court were also cited as evidence of the concern of some associate justices

that wholesalers might be eliminated from the national economy under the proposed effort to abolish established trade discounts in the industry.

#### Koppers Names Engineer

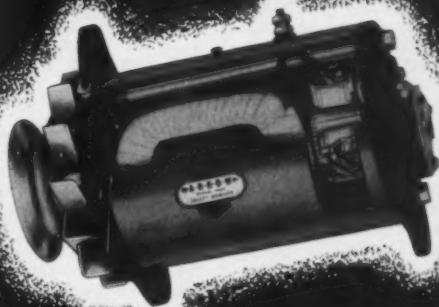
John W. Pennington, former staff engineer for the Caterpillar Tractor Co., has been named chief engineer of the Piston Ring Department of Koppers Co., Inc. A native of Wichita, Kan., Pennington will be responsible for design

and metallurgy of American Hammered rings, as well as testing, research and customer contacts of an engineering nature.

#### Zack Wins Blaisdell Prize

The Zack Sales Co., manufacturers' representative of Jacksonville, Fla., was the winner in the national sales contest held recently by the Blaisdell Manufacturing Co. of Long Beach, Calif., Peter J. Zack reported in an announcement issued last month.

*The Finest....*



ARROW SELECT QUALITY  
OF COURSE  
AND THERE'S A DOZEN REASONS WHY!

Send for Arrow's Folder, "A Dozen Reasons Why," Today!

GENERATORS ARROW ARMATURES  
STARTERS FIELD COILS

ARROW ARMATURES COMPANY, 18 FORDHAM RD., BOSTON 34, MASS.



Officers named at the NSPA convention included (l. to r.): Charles C. Tapscott, president; Fred S. Roberts, senior vice-president, and Charles A. Klaus, elected junior vice-president. Attendance at the Chicago convention amounted to nearly 1,200.

## NSPA Crowd Hits Peak As Tapscott Takes Helm

**"S**HORTCOMINGS of jobbers fall into two general classifications: 1.—Those pertaining to the physical side of the business and buildings. 2.—Sales and sales planning."

From that comment, Franklin A. Miller launched deeper into his talk on "Why Dontcha . . . ?" before the approximately 1,000 wholesalers attending the meeting of the jobbers' section of the National Standard Parts Association convention at Chicago's Hotel Sherman last month.

"Is your store well-arranged? Do employees treat customers courteously? Are lines well-arranged to your sales advantage?" asked Miller, who is director of marketing and merchandising of Raybestos-Manhattan, Inc., Passaic, N. J.

Jack A. Layley, sales manager of Smith Auto Parts Co., Portland, Ore., and chairman of the NSPA Marketing Research Committee, asserted:

"If you were to ask a lot of our old-timers in this audience, they would tell you that a lot of our conditions today are a repetition of their problems of yesteryear."

He declared that "in determining gross profits, we should figure in the replacement costs on our shelves."

Other speakers at the wholesalers' meeting included Fred S. Roberts, vice-president and general manager of Phelps-Roberts Corp., Washington, D. C., who was elevated from junior to senior vice-president of NSPA; M. H.

Moore, president of Motive Parts & Equipment, Ltd., Toronto, Ontario, and B. Franklin Bills, president of B. Franklin Bills and Associates, sales consultants, Chicago.

A talk by H. B. Truslow, president of Richmond Auto Parts, Inc., Richmond, Va., and president of the Automotive Engine Rebuilders Association, before the manufacturers' section dealt chiefly with catalogs, price changes and dwindling discounts of jobbers. He cited example after example and asserted that nearly 50 per cent of his listeners were involved in one or more instances he was mentioning.

### 27-Year Record Topped

Including manufacturer members, the convention attendance neared 1,200—the largest gathering in the association's 27-year history, officials reported.

Vernon Kleier, general manager of Jarvis Auto Supply Co., Winfield, Kan., and past president of the Southwestern Automotive Wholesalers Association, also addressed the manufacturers' section. Excerpts from his address were carried on page 106 of the December issue. His topic was "The Men with a Mission."

In his report as the retiring president, G. Walter Kleinschmit of Detroit, Mich., said, "We are definitely facing the greatest market in the history of this industry." His successor at the NSPA helm is Charles C. Tapscott, former senior vice-president of the



Among the directors of NSPA elected at the meeting were (l. to r.): Top, L. W. Barnett and Hal Miller; second row, Fred S. Durham, Jr., Ira Saks and L. M. Olson.

association who is vice-president and sales promotion manager of McQuay-Norris Mfg. Co., St. Louis, Mo.

There was considerable discussion of the one-price system and the elimination of functional discounts which Harold T. Halfpenny, NSPA legal counsel, said the Federal Trade Commission was seeking to promote.

"The time has come for a united, cooperative effort if the automotive replacement industry is to survive," Halfpenny said. He told of the creation of an independent organization, known as the Automotive Service Industries Committee, with the aim of acquainting federal authorities with the historic method of distribution "to the end that the industries would be preserved and not destroyed."

Charles A. Klaus, sales manager for Maremont Automotive Products, Inc., Chicago, was elected junior vice-president.

Five wholesalers and three manufacturers were elected to the board to succeed directors whose terms expired in 1950. The wholesalers are: L. W. Barnett, Cogdell Auto Supply Co., Fort Worth, Texas; Hal Miller, Womwell Automotive Parts Co., Inc., Lexington, Ky.; F. J. Mitchell, Guaranty Motor Co., Ltd., Hamilton, Ontario; Evan E. Pike, Utah Auto Parts Co., Inc., Salt Lake City, Utah, and J. K. Wilkinson, Pomona Motor Parts, Pomona, Calif.

The manufacturers are: Fred S. Durham, Jr., Bonney Forge &

Tool Works, Allentown, Pa.; L. M. Olson, R. M. Hollingshead Corp., Camden, N. J., and Ira Saks, Accurate Parts Manufacturing Co., Cleveland, Ohio.

Among the topics and speakers were:

"Training Salesmen for Modern Selling" (panel discussion): Moderator, Robert W. Kerr, president of the Bingham-Herbrand Corp., Fremont, Ohio; panel members—J. L. McGovern, Jr., replacement sales manager, Raybestos Division of Raybestos-Manhattan, Inc., Bridgeport, Conn., and Frank Dougall, Jr., general sales director, Acme Quality Paints, Inc., Detroit.

"Catalogs to Burn?"—Garl C. Baber, owner, G. C. Baber Motor Supply Co., Wabash, Ind.

"Industry Approach to Legal Problems"—L. G. Matthews, Sealed Power Corp., and Ira Saks.

"The Championship Team"—J. L. Wiggins, executive vice-president of NSPA

"Five Prize-Winning Plans"—Presentation and panel discussion of five award winners in the 1950 NSPA salesmen's contest. Moderator, Morrill Palmer, Trackman Auto Supply Co., Joliet, Illinois. Panel members—Jerome R. Nixon, Barron Motor Supply, Cedar Rapids, Iowa; Jack D. Love, National Auto Parts, Vallejo, Calif.; Joseph A. Core, Wilco Supply Co., Wilmington, Del.; Jack West, The Auto Equipment Co., Colorado Springs, Colo., and G. A. W. Down, Keyes Supply Co., Ottawa, Ontario.

"Care Will Save Your Car"—A dealer meeting presentation by the Automotive Advertisers Council, with Frank P. Tighe, editor, *Motor Age*, as guest speaker.

Concluding convention activities, on Monday evening, December 4, 800 persons attended the 1950 membership banquet. A number of applications for membership were approved, bringing the total membership to a new all-time high.

### F. D. "Fred" Alexander Dies in Atlanta

F. D. "Fred" Alexander, secretary and general manager of Alexander-Seewald Co., Atlanta, died last month after a brief illness. He was 54. Surviving are his wife, a daughter and two grandchildren.

Fred Alexander was associated with two brothers in Alexander-

Seewald, Jack Alexander, president of the firm, and John Alexander. Another brother, W. D. Alexander, is president of W. D. Alexander Co.

"Discounting scare buying, since May we have had about a 20 per cent increase over last year," D. W. Fowler, owner of Fowler Auto Supply Co., Cocoa, Fla., reported last month. "Comments on current trade problems are mostly unprintable," he added.

Jack Norton, former manager of inside operations at the Capitol Hill store of Sharp Auto Supply Co., Oklahoma City, Okla., is now covering the Capitol Hill area as a salesman. Bob Conner, his assistant, is managing inside operations.

"For the past 30 days general conditions in our territory have been excellent," G. N. Lockridge, president of Kansas City Auto Supply Co., Kansas City, Mo., reported last month.

## MONEY-MAKERS



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**Smithy's**  
SINCE 1920  
**CUSTOM-BUILT MUFFLERS**

*Your selling features are:*

- Straight thru type — all steel construction
- Blow-out and leak proof • Back pressure reduced to a minimum • Dynamometer tested for increased horse-power, performance and gasoline economy • Deep tone



DEEP TONE  
MUFFLERS & EXHAUST ACCESSORIES  
FOR ALL CARS

**INVESTIGATE . . .**

this money-making opportunity in Smithy's line of single and dual custom-built mufflers and exhaust accessories.

Display boards, folders, catalogs and newspaper mats available.

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Or  
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over 66,000  
body shops

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No. 1 METAL FILLER



Yes, the trade's preferred permanent surface solder is Kwik-Metal... the 100% answer to easier, low-cost metal-repair work. It's the nation's most dependable COLD solder. No heat, no flame, waterproof, rustproof, shrink proof. Unconditionally guaranteed!



#### KWIK-PATCH KITS

Here is the perfect combination for large-area patching jobs. 3 profitable sizes \$3.25, \$5.25 and Economy \$13.00.

SEE YOUR JOBBER OR WRITE KWIK-METAL DIVISION  
**ATOMIZED MATERIALS CO.**

2044 Mangoe Bldg., Pittsburgh, Pa.; Distributed by  
C. Guy Koen; Altan Sales Co.; Clair Cornwell;  
Henry B. Swaab Co.; J. M. Healy



These past presidents of Motor and Equipment Wholesalers Association took time out for the photographer to snap this picture during the ASI Show. They are (l. to r.): Seated, John M. McClure of Minneapolis, Minn., 1949 president; James C. Parker of Mobile, Ala., 1950, and Erle A. Henderson of Sacramento, Calif., 1948; standing, Gordon E. Johnson of Roanoke, Va., 1938; Ralph P. Greene of Boston, Mass., 1939; Frank G. Stewart of Washington, D. C., 1940; Walter M. Padgett of Topeka, Kan., 1943; William P. Butt of Norfolk, Va., 1944, and Frank K. Meyer of Houston, Texas, 1947.

## Reducing Gross Profit Draws Fire at MEWA

By Baron Creager  
Southwestern Editor

**A**FTER consuming a day and a half in business and addresses with little display of emotion through three of four general sessions, the convention of the Motor and Equipment Wholesalers Association acquired the atmosphere of a country-wide indignation meeting as the final session was concluded in the ballroom of the Stevens Hotel in Chicago on Dec. 2, before the A.S.I. Show opened on Dec. 4.

By that time the resolutions committee, headed by Director Harold U. Zerbe of Reading, Penn., had, in a series of resolutions which were unanimously adopted, condemned unfair competition, discrimination and the practice in some quarters of substantial reductions in gross profits.

From that point on "discrimination" was the keynote, in an address, "Your Profit Outlook," by J. Howard Reed and the final address, "What Price—Discrimination," by B. W. Ruark.

Reed, who is MEWA management and legislative counsel and special Washington representative of the association, used charts which had delegates busy copying comparative prices; and Ruark, MEWA general manager, made a ringing denunciation of discrimination as it is charged to

exist, traced laws to prohibit price discrimination back 60 years and made it plain that MEWA will interpose its national bulk into the picture at the proper time.

Previously President James C. Parker of Mobile, Ala., had warned delegates of the pitfalls ahead, declaring that "now is the time to relieve our minds of the wishful, wistful thinking that everything will be all right. We must prepare our business the best we can for what's ahead."

He enumerated a number of these pitfalls, such as almost certain manpower shortages, inventory problems, credit losses to develop, the net-per-item schedule, the freight situation and probable rate increases, the need for a simple solution to the problem of allocation of goods. Then he concluded:

"Hang on to your salesmen. If you can't use them for selling, keep them anyhow, at least for part time on other work and contacts. And remember that today we need organization more than ever before and we, as individuals, need to watch the trends very, very closely."

Other featured addresses by representatives of the industry were those of Frank G. Stewart of Washington, D. C., former MEWA president, on "Wholesale



Registration at the two-day annual MEWA convention, shown in session above, exceeded 1,000.

ers and National Defense" and Daniel J. Hartnett, association western representative, on "Motor Vehicle Inspection Legislation."

One session was entirely consumed by presentations of awards and a giant round-table discussion of topics suggested by members.

Awards were presented by Robert L. Sirotek, chairman, to three winners in MEWA's junior executive essay contest. Winners and topics of their essays, which each read to the convention, were: E. Weston Littlefield of Boston, Mass., "So You Think Prices Are High;" Joseph Nathan of New York City, "Our Industry's Future— and Our Own;" Fred R. Carlson, Eugene, Ore., "Three Is Not a Crowd."

The round-table, presided over ably by Nathan M. Roberts, executive secretary of the Automotive Wholesalers' Association of Alabama, included these topics and speakers:

Catalogs, Harry D. Howard, Williams Hardware Company, Minneapolis, Minn.; wage hour law exemptions, James L. Stevens, General Auto Supply Co., Tampa, Fla.; business management, Victor L. Toft, Sidles Co., Omaha, Neb.; Washington contacts, John F. Creamer, Wheels, Inc., New York City; sales management, James H. Templin, Motor Car Supply Co., Chicago; prices to dealers and jobbers, Lester E. Ost, Ost and Ost, Pottsville, Pa.; returned goods policy, A. A. Swank, Beard and Stone Electric Co., Houston, Texas; selling, C. S. Phillips, Paul Automotive, Inc., Lansing, Mich.

Topics and speakers eliminated from the discussion because of time limitation were: Pricing, H.

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ITS  
DEPENDABILITY



**SHOW** your customers you have a personal interest in their safety. Refill their brake system with dependable WARCO GRADE "A" HYDRAULIC BRAKE FLUID. They'll not forget this personal service and return to your shop with a flow of other jobs. Nor will they forget the constant uniformity which WARCO BRAKE FLUID gives under all weather conditions.

To assure additional safety, WARCO BRAKE FLUID is produced under rigid step-by-step supervision of laboratory technicians.

Sole Manufacturers of WARCO Grade "A" Products

Ask your jobber or write us.

Herman J. Dunaway Co., Birmingham, Ala. Automotive Parts Distributors, Inc., Marietta, Ga. Automotive Service Industries, Inc., Dallas, Tex. West Coast Rep. M. L. "Budd" Cohn, Los Angeles, Cal.

**VIARWICK LABORATORIES CO.**  
337-42 Cleveland Street Brooklyn, N. Y.

## OTHER WARCO PRODUCTS

WARCO Hydraulic Transmission Fluid  
(For Hydraulic Transmission on General Motors Cars)  
WARCO Grade "A" Heavy Duty Brake Fluid  
WARCO Shock Absorber Fluid No. 200  
WARCO Knee Action and Shock Oil No. 100  
WARCO Liquid Radiator Flush  
WARCO Mo-Tun-Up  
WARCO Rub-A-Lube  
WARCO Penetrant  
WARCO "K.O." Carb  
WARCO Jack Oil  
WARCO Replacement Universal Joint Boots  
WARCO General Purpose Oil  
WARCO Liquid Engine Seal  
WARCO Liquid Radiator Seal  
WARCO Gasket Cement  
WARCO Windshield Cleaner

# WARCO



R. Neal, Myers Motor Equipment Co., Kansas, City, Mo.; factory back orders, W. Wray Morse, Morse-Parker Supply, Inc., Portsmouth, Va.; distribution policies, P. T. Johnson, Motor Parts Depot, Los Angeles, Calif.

More than 100 new members of the association were presented by Vice-President Harold E. Pirson. He said the additions brought association membership to well over 1,000.

With an extensive selection of slide films, Walter Kirkpatrick, chairman of the advertising committee of the Automotive Advertisers Council, presented the program, "Care Will Save Your Car," as the second phase of the council's industry-wide effort.

Three others, not all representing the industry, appeared on the program. These and their topics were:

Dr. William Montgomery McGovern, Northwestern University professor, on "March of Events Today;" Harry M. Bowser, director of sales education for Thos. A. Edison, Inc., "Salesmanship in a Seller's Market;" John K. Langum, vice-president, Federal Re-



Employees of Alabama Auto Parts Co., Birmingham, Ala., and their families got together on Dec. 21 for the firm's Christmas party. President Arnold J. Siegal is seated at the right in front. Irvin F. Siegal, vice-president, is standing at extreme left. Festivities of the evening included drawing for toys, which were later sent to a child-welfare organization, Irvin Siegal reported.

serve Bank of Chicago, "What's Ahead for Business?"

General Manager Ruark said the two-day convention, Dec. 1 and 2, produced registrations well in excess of 1,000.

#### Six Southerners Win Ad Recognition

Six Southern firms were among the wholesalers who placed highest in the annual advertising contest sponsored by the Automotive Advertisers Council.

Duane Jones, advertising manager of United Motors Service, made the presentations at the MEWA and NSPA conventions in Chicago last month prior to the ASI Show. The contest divided wholesalers into three classifications, based on dollar volume. Jones is president of the council.

Winners were: First classification—first award, Chanslor & Lyon Co., San Francisco, Calif.; second, Sieg Co., Davenport, Iowa; third, Myers Motor Supply Co., Joplin, Mo.; honorable mention, The Automotive, Inc., Fort Smith, Ark.

Second classification — first award, Barron Motor Supply, Cedar Rapids, Iowa; second, Woolwine Supply Co., Pratt, Kan.; third, Cummings & Emerson, Peoria, Ill.; honorable mention, Hart's Automotive Parts Co., Chattanooga, Tenn., and Motor Parts & Supply Co., Inc., Mobile, Ala.

Third classification — first award, Collinsville Auto Parts Co., Collinsville, Ill.; second, Cabarrus Motor Supply, Kannapolis, N. C.

The purpose of the contest is to encourage wholesalers to do a better job of advertising. Awards are based on over-all efficiency in the program and not on any single phase of advertising the wholesaler might stress.

#### Park Accessory Supply Holds Open House

AN OPEN house during the evening hours marked the formal opening of the new building of Park Accessory Supply, Inc., Richmond, Va. The building is at 815-817 West Broad Street.

"The most modern facilities are aimed toward better display, faster and more efficient shipping and delivery service," President Howard P. Falls said.

Dealers came as far as 150 miles for the opening and many manufacturers' representatives were also present.

J. Oliver Tucker is president of the firm, which was founded by Falls in 1944. Henry E. Redford is secretary and treasurer of the company.

John Haines, formerly counter er salesman, is now working the northern territory of Sharp Auto Supply Co., Oklahoma City, Okla. Jack Kitson, who had been with Yellow Transit Co., has joined the counter force.

"We recently added motorcycle-delivery service at our Capitol Hill store," Secretary-Treasurer P. H. Wright, Sharp Auto Supply Co., Oklahoma City, Okla., reported.

successful operators push car washing because the car owner who has his car washed is the best potential customer for additional automotive services

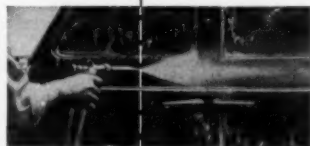
## cold steam

blasts stubborn dirt

no back splash

the washer connects to your regular air and hot or cold water supply.

no boots or apron needed with washer.



WASH! MIT! RINSE! LET DRY!  
easy effective

saves time, effort in cleaning motors, parts.

**HYDRO-AIR** Pressure \$ 995  
Washer

D&M Products, Inc.  
28 N. Raymond Avenue  
Pasadena 1 - California

If your jobber cannot supply you, we will ship direct — postpaid

These three executives of Monroe Auto Equipment have been named to new vice-presidencies. They are (l. to r.): George J. Henrich, vice-president in charge of purchasing; C. J. Smith, vice-president in charge of engineering, and George M. Streicher, vice-president in charge of manufacturing.



### Nathan M. Roberts Heads Association Executives

**N**ATHAN M. Roberts, executive secretary of the Automotive Wholesalers Association of Alabama, was elected 1951 chairman of the executives of automotive jobber associations at a meeting in Chicago Nov. 30.

"During these days of curtailed operations due to war shortages," Roberts said, "it is more important than ever that all levels



Mr. Roberts

of our essential industry coordinate on problems of mutual concern."

A total of 45 executives from city, state and national associations in the United States and Canada attended the meeting. This represented the largest number of automotive - wholesaler memberships ever gathered in one meeting, Roberts said.

Arrangements were completed to form a permanent organization for all levels of automotive wholesaler associations to exchange information and ideas. Focal point for the dissemination of information is Montgomery, Ala., where Roberts headquarters. Executives from all parts of the country have much in common to discuss, Roberts said.

(More Jobber News on page 150)

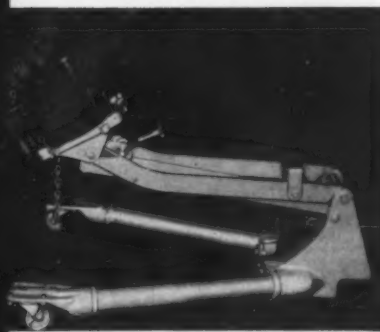
# AEROL

**MOST VERSATILE  
UNIT LIFT BUILT  
AT A PRICE  
YOU CAN AFFORD**

**REMOVE  
INSTALL  
POSITION**

TRANSMISSIONS  
DIFFERENTIALS  
GAS TANKS  
SPRINGS  
CRANKCASES  
DRIVE LINES  
UNIVERSAL JOINTS

AXLES  
MOTORS



AEROL LIFT (floor model) holds unit securely even in tilt position.

Do any under-chassis job—faster and easier—with the AEROL LIFT. The AEROL LIFT is built for quick, one-man operation—handles the heaviest truck transmission—or the lightest unit. Brings units to bench height (37"). Hydraulic jack removable for use when AEROL LIFT is not needed. Order the floor model or the 2-post hoist model.

Send  
for  
Catalog  
Today

**THE CLEVELAND PNEUMATIC TOOL CO.**

Automotive Division

3775 E. 77th Street

Cleveland 5, Ohio

Please send me more information on the AEROL LIFT.

NAME

ADDRESS

# HELPFUL BOOKLETS FREE

**102. TWELVE PAGE BOOKLET IN COLOR** illustrating two specialized materials for **ODOR CONTROL** in industrial house-keeping and plant sanitation work. Oakite Products, Inc. 22 Thames St., New York 6, N. Y.

**103. FOUR-PURPOSE AUTOMOTIVE CLEANER**—12-page booklet on Oakite Penetrant describes safe, economical way to (1) degrease engine parts, blocks, transmission and differential parts; (2) clean radiators and water jackets; (3) steam detergent method of cleaning chassis, motors, underparts; (4) clean floors, grease pits, areas around lifts—all with one four-purpose cleaning material. Oakite Products, Inc., 52F Thames Street, New York 6, N. Y.

**106. AIR BRAKE BULLETIN**—Discusses the three Wagner Air Brake Systems, with schematic diagrams. Principle of Wagner Rotary Compressor fully explained with cross-section drawings and photographs. Give construction and performance characteristics. Ask for KU-50-B, Wagner Electric Corporation, 6364 Plymouth Avenue, St. Louis 14, Missouri.

**108. ATTRACTIVE FOUR PAGE FOLDER** showing specifications for several models of Oakite solution—lifting steam guns. Includes all purpose, heavy duty and with high pressure air or steam. Oakite Products, Inc., 22 Thames Street, New York 6, N. Y.

**119. RAMCO SERVICE MANUAL**—4th edition. Illustrated. Gives complete data on piston ring installation—also hints on locating engine trouble—causes of oil loss—pitfalls of motor-overhauling and how to overcome. Ramsey Corp., 2495 Forest Park Blvd., St. Louis 8, Mo.

**122. INSTRUCTION BOOKS** and technical data on automotive wheel alignment frame straightening, wheel straightening, and wheel balancing. Other books and pamphlets available on tire conservation methods and steering adjustments. Bear Manufacturing Company, Rock Island, Ill.

**123. PERMATAX TOON-OYL** is a scientifically developed product. It is a combination engine-carbon solvent, sludge preventative and film pressure-resistant. Its use produces smooth engine operation and gives protection against the formation of acid sludge and film breakdown. Permatax Co., 1720 Avenue Y, Brooklyn, N. Y.

**124. McCORD RADIATOR-CORE CATALOG**—Replacement radiator cores for popular cars, trucks and tractors are listed in alphabetical order, along with a size chart showing dimensions of McCord cores. It also lists complete radiators for Ford and Chevrolet. McCord Corp., 2597 E. Grand Blvd., Detroit 11, Michigan.

**125. STANDARD DUTY GENERATOR**

**REGULATORS**—A 16-page 8½ x 11 inch booklet covering the operation and maintenance of Delco-Remy regulators. (32 pictures) Contains illustrations showing various steps of adjustment. Will help automotive electricians understand and service regulators. Delco-Remy Service Department, Anderson, Indiana.

**127. HOW TO BLEED AND REFILL HYDRAULIC BRAKE SYSTEMS**—Handy pocket-size booklet contains helpful service instructions. Describes and illustrates latest equipment and methods used in bleeding and refilling hydraulic brake systems. Send for your copy of HU-17E now. Wagner Electric Corporation, 6364 Plymouth Ave., St. Louis 14, Mo.

**131. BURD HANDY HANDBOOK FOR MECHANICS**—Information on piston ring installation; also "No Job for a Dub" for distribution by garages to their customers. Burd Piston Ring Co., Rockford, Ill.

**132. CATALOG NO. 49E**—Andrews Precision Products. Complete line of ignition and automotive electrical replacement parts for all model cars and trucks. Andrews Mfg. Co., 924 South Theresa Ave., St. Louis 3, Mo.

**133. CATALOG No. 500P**—Featuring the 200 popular Champ-Items Reconditioning short cuts for all makes of cars. Champ-Items, Inc., 6190 Maple Ave., St. Louis 14, Mo.

**134. STREAMLINER CATALOG**—Makes servicing easier on front and parts. Moog Industries, Inc., 6461 Easton Ave., St. Louis 14, Mo.

**135. HYDRAULIC BRAKE SERVICE INSTRUCTIONS AND MAINTENANCE HINTS**. Explains fundamental principles of hydraulic brakes and their operation. Outlines correct procedure for brake inspection and adjustment. Gives cause and remedy for common brake troubles. Ask for HU-197, Wagner Electric Corporation, 6364 Plymouth Ave., St. Louis 14, Missouri.

**136. McCORD MUFFLER CATALOG**—Contains a complete listing of mufflers, tail and exhaust pipes and merchandising suggestions on how to make more money replacing mufflers and pipes. McCord Corp., 2597 E. Grand Blvd., Detroit 11, Mich.

**137. DELCO-REMY ELECTRICAL SERVICE**—A 20-page 8½x11-inch booklet covering essential steps in servicing the electrical system on an automobile. Profusely illustrated (34 pictures). A must for the automotive electrician. Delco-Remy Service Department, Anderson, Ind.

**139. BUELL ELECTRO-COMPRESSOR**

Descriptive literature is available on a new compact compressor designed to furnish an air supply for Buell Air Horns for cars, trucks and boats. Buell Mfg. Co., 923 W. 49th Place, Chicago, Illinois.

**141. THE FULL POWER STORY** and Catalog of Moog X-Plus Piston Rings for motor reconditioning. Moog Piston Ring Co., St. Louis 14, Mo.

**142. CATALOG NO 49-C**—Automotive wire and cable products backed by Guaranteed Customer Satisfaction since 1921. Andrews Mfg. Co., 924 South Theresa Ave., St. Louis 3, Mo.

**144. AUTOMOTIVE SERVICEMEN'S HANDY HAND BOOK**—A simplified reference book for the operation, checking, tune-up and repair of auto, truck, and tractor engines. Burd Piston Ring Company, Rockford, Ill.

**145. PAMPHLET DESCRIBING UNIT CONSTRUCTION OF Drive Shaft Bushing and Seal Assemblies, Housing Repair Kits, Repair Units, Transmission Case Ball Seats for Chevrolet cars, pick-ups and most GMC pickup. National Machine Works, P. O. Box 4305, Oklahoma City 9, Oklahoma.**

**146. WHIZ CATALOG NO. 48-C**—Describes the complete line of Whiz Automotive Chemicals designed to make cars run better and look better. R. M. Hollingshead Corp., 840 Cooper St., Camden, New Jersey; Toronto, Canada.

**147. AIRTEX FUEL PUMPS AND ANTI-PULSATION GASOLINE FILTERS**—New and Rebuilt Fuel Pumps, Combination Fuel and Vacuum Pumps, Repair Kits and Anti-Pulsation. Catalog AX64. Airtex Automotive Division, Inc., Fairfield, Ill.

**148. SERVICE MANUAL FOR THE DOCTOR OF MOTORS**—A comprehensive and thorough reference book which puts special emphasis upon the diagnosis of excessive oil consumption and the proper procedure for piston ring installation. It includes special instructions to follow when working upon certain makes and models of cars, a listing and description of recommended ring tools, and an interesting, informative account of the development of the modern automotive piston ring. It is a non-technical explanation of a technical subject. Perfect Circle Co., Hagerstown, Ind.

**149. SPARK PLUGS**—Complete specification catalog including 1950 applications—specification wall chart for passenger cars to 1950 with pocket for revised "Plug-Check" indicator and data book also available. This service tool is designed to assist service men in diagnosing spark plug heat range problems. The Electric Auto-Lite Company, Merchandising Division, Champion Chassis Sta., Toledo 1, Ohio.

**150. TECHNICAL MANUAL**—Complete reference and technical manual. Over a hundred pages of detailed reference on engine repair and specifications. Koppers Company, Inc., Piston Ring Division, P. O. Box 636, Baltimore 3, Maryland.

**151. POROUS CHROME PISTON RINGS**—A 4-page folder answering pertinent questions concerning Porous Chrome—the newest development in piston rings. Kopper Company, Inc., Piston Ring Division, P. O. Box 626 Baltimore 3, Maryland.

**152. AMERICAN HAMMERED PISTON RINGS**—A five color descriptive catalog covering American Hammered Piston Rings and Koetherizing. Included with current specification catalog giving list prices of available sets. Koppers Company, Inc., Piston Ring Division, P. O. Box 636, Baltimore 3, Maryland.

Please send to me without obligation, free booklets No.

described

in the January 1951 issue of SOUTHERN AUTOMOTIVE JOURNAL.

Name

Position

Company

Number and Street

City

State

Tear out and mail to Southern Automotive Journal, 805 Peachtree St. N.E., Atlanta 5, Ga.

**225. CONDENSED CATALOG 229** — This catalog illustrates all K-D tools with a brief description of each. K-D Manufacturing Co., Lancaster, Pa.

**229. VALVE SERVICE MANUAL NO. 150** with up to date information on motors, special emphasis on valve assembly and disassembly. K-D Manufacturing Co., Lancaster, Pa.

**235. UNITED STATES ELECTRICAL TOOLS.** A complete catalog of 72 pages fully illustrated with photographs of portable, bench and floor electric tools comprising drills, buffers, grinders, sanders, polishers, heat guns, hole saws, screw drivers, surfacers, valve seat grinders and sets, tappers etc. United States Electrical Tool Co., 1666 Findlay, Cincinnati 14, Ohio.

**249. CATALOG NO. 47-A AND SUPPLEMENT** describes car application data on generator and starter armatures and field coils. Contains valuable interchangeability data on all passenger cars through 1950 listing generator and starter armature applications for the popular trucks. Arrow Armatures Co., 15 Fordham Road, Boston 24, Mass.

**250. CATALOG NO. 50-G** describes our complete line of generator and starter motors. Complete car application data is included in this booklet for all passenger cars and popular trucks through 1950. Arrow Armatures Co., 15 Fordham Road, Boston 24, Mass.

**257. RUBBER PRODUCTS**—A condensed catalog designed for parts reference work just released. It contains handy simplified identification and illustrations of floor mats, pedal pads, motor mounts, and rubber bushings. Anchor Rubber Products Co., 1724 London Ave., Cleveland 12, Ohio.

**259. "SALES CLINCHER" FOLDER**—This booklet shows why every highway driver is a prospect for Buell Air Horns and how you can sell them. Answers every objection made to air horns and tells how Buell overcomes them. Buell Mfg. Co., 923 W. 49th Place, Chicago 9, Illinois.

**269. FACTS ABOUT IGNITION CONTACTS**—This booklet tells how design, materials, fabrication methods and manufacturing precision affects the function of this vital electrical part. Many hints on the curing of ignition ills are given. Write Echlin Mfg. Co., 242 East St., New Haven 5, Conn.

**275. HAND TOOL CATALOG NO. 57M**—90 colored pages of modern Hand Tools for all phases of automotive repair and maintenance, showing the right tool or tool set for practically every job. New Britain Machine Company, New Britain, Conn.

**287. AUTOMOTIVE BEARINGS**—Catalog 48-CP—A 44 page listing of connecting rods, cam shafts and main bearings for cars, trucks and tractor engines. Johnson Bros. Co., New Castle, Pa.

**274. BRAKE LINING BONDING**—A 6-page bulletin compiled to satisfy the need for complete, up-to-date information on bonding of lining to brake shoes. Asbestos Mfg. Co. Dept. E. N., Huntington, Ind.

**277. ELECTRICAL SWITCHES**—The 1948 Cole-Hershe line consists of automotive switches, truck and trailer connectors, accessories and miscellaneous automotive electrical equipment. Address Cole-Hershe Company, 20 Old Colony Avenue, Boston 27, Mass.

**279. COLD SOLDER USED FOR BODY REPAIR** — An attractive folder describing the use in the body repair shop of the new KWIKMETAL Cold Solder. Folder describes the fool-proof uses of the new metal filler that applies to body and hardware almost immediately into metal. Atomized Materials Company, Inc., Magee Building, Pittsburgh, Pa.

**283. FACTS ABOUT IGNITION COILS**—Learn what characteristics of a coil are needed for top motor performance, the significance of coil polarity, why an engine skips

at low speeds and many other tips on ignition service. Echlin Mfg. Co., 242 East St., New Haven 5, Conn.

**285. ATTRACTIVE CALENDAR TYPE DESCRIPTIVE LITERATURE** showing Castomatic bar solders and superiority over hand-cast bars by controlled cooling and automatic operation. Every bar has some melting point. Federated Metals Division, 129 Broadway, New York 5, N. Y.

**294. NEW 1949 BRAKE LINING CATALOG** simplified and condensed with alphabetical listings of cars, trucks, buses and taxi cabs. Data also includes part numbers, prices covering Blue Ribbon Grooved sets, as well as Standard Sets & Rells table attached. GATKE Corporation, 228 N. LaSalle St., Chicago, Ill.

**297. FREE SOLDER LITERATURE**—A four page folder, "Some Properties of Soft Solder," offered gratis. Included are facts which will enable the reader to choose better the solder suited to his work at hand—multitasking point data, tables on joint strengths, sustained load values, etc. Write FEDERATED METALS DIVISION, American Smelting and Refining Company, 129 Broadway, New York 5, N. Y.

**298. AIR IMPACT TOOLS**—Full details and prices on these new air tools. Bulletin #19 for capacities to 4 1/2". Bulletin 2096 for heavy jobs such as Spring U-Bolts, tractor treads, etc. Chicago Pneumatic Tool Co., 6 East 44th Street, New York 17, N. Y.

**300. THE RICHLITE MFG. CO.** has available for distribution a colorful and fully illustrated 20 page catalog of exhaust deflectors, rear view mirrors, inside door handles and many other quality automotive accessories and parts. Richlite Mfg. Co., 2326 Indiana Avenue, Chicago 16, Illinois.

**301 BONDING VS. RIVETING.** Four page bulletin listing the advantages and disadvantages of bonding in comparison with riveting replacement brake lining. GATKE CORPORATION, 228 North La Salle Street, Chicago 1, Illinois.

**303. PROFIT IN THE GROOVES**—Illustrated folder — outlines a simple, easy way to get more Brake Jobs. Also illustrates and describes advantages of grooved brake lining. Gatke Corp., 228 N. LaSalle Street, Chicago 1, Ill.

**308. BOOKLET OUTLINING 21 STEP METHOD OF APPEARANCE RECONDITIONING** for used cars and trucks both interior and exterior for that NEW LOOK R. M. Hollingshead Corp., 740 Cooper Street, Camden 2, N. J.

**309. OIL FILTER & REFILL. RAPID REFERENCE CATALOG** has easy-to-use Replacement Chart which alphabetically lists makes of cars and cross-indexes makes of filters for cars, trucks, buses and tractors. Illustrates and describes Champ Multi-Screens and Standard Refills, plus retailer promotional helps. Champion Laboratories, Inc., Catalog Dept., 122 Charles St., Meriden, Conn.

**314. NEW 1949 ISSUE BRAKE PARTS CATALOG**—A handy ONE-POINT reference to fast-moving brake parts and lining, covering popular models of cars and trucks. Catalog also lists complete stock of shoe exchange sets, as well as ColmaX bonded lining segments available to those interested in bonding lining in their own shops. Wagner Electric Corporation, 6400 Plymouth Avenue, St. Louis 14, Mo.

**315. BETTER IGNITION** by Delco-Remy—16-page, 8 1/2 x 11 inch booklet covering theory, operation and maintenance of Delco-Remy ignition equipment. Contains 71 illustrations. Will help automotive electricians understand and service ignition equipment. Delco-Remy Service Department, Anderson, Indiana.

**316. CHAMOIS AND SPONGES** — Catalog containing information about Chamois and Sponges for heavy duty and continuous use or cheap for resale to occasional users.

All types; also wool wash mitts. Loofa-Cellulose Bug Sponges. Schroeder and Tremayne, Inc., 1711 Delmar Blvd., St. Louis 3, Missouri.

**318. SMITH'S MUFFLER CATALOG**—Contains factual Dynamometer, Horse Power, Back Pressure and Mileage Charts also complete listing Single Custom Built Replacement Mufflers for all cars and Dual Exhaust Systems for V Type Motors. Smith's Muffler Mfg. Co., 1710-18 Naud St., Los Angeles 18, Calif.

**322. NEW 31 PAGE CATALOG** of lighting and reflecting equipment is now available upon request. Do-Ray Lamp Co., 1488 S. Michigan Avenue, Chicago 6, Ill.

**324. ATTRACTIVE FOUR PAGE CATALOG** FEATURING method of operation of the new Wavecrash Automatic Jet Car Washer. Phillips Pump & Tank Co., 1432 State Ave., Cincinnati 4, Ohio.

**325. FREE CATALOG BULLETIN** describing and illustrating in colors the four products in the AGS line Door-Ease Stainless Stick Lubricant—used for lubricating car door fittings; Door-Ease Dripless Oil—for body squeaks, hinges, brake fittings; RuGlyde Rubber Lubricant—removes squeaks from rubber parts and fittings; Lubri-Lock-Ease—Graphited Lock Fluid makes locks work easier, guards against rust and wear. AMERICAN GREASE STICK CO., Muskegon, Michigan.

**326. CARSMETICS 6 PAGE COLOR FOLDER** explaining appearance Reconditioning of used cars and trucks for automobile dealers — a planned and approved method of procedure as prepared by — R. M. Hollingshead Corp., Camden, N. J.

**327. SIGNAL-STAT CATALOG AND INSTALLATION INSTRUCTIONS** describe and illustrate Signal-Stat Switch and complete line of Signal-Stat Directional Signal and Safety Equipment for passenger cars, trucks and buses. Signal-Stat Corporation, Kent Avenue, Brooklyn 11, N. Y.

**329. SNAP-ON TOOL CATALOG "T"**—104 page catalog illustrating and describing more than 4,800 Snap-on and Blue-Print mechanical tools, tool sets, bench, electric and body tools. A useful handbook of quality tools for all automotive service operations. Write Snap-on Tools Corporation, 8623 25th Avenue, Kenosha, Wis.

**331. CELLO GRILLE GUARD** catalog pages showing the many types available for both cars and trucks from 1946 to 1951 models. Cello Products Co., E. Boston 28, Mass.

**334. "StylEngineered Lubrication Departments"** A 32-page booklet describing and illustrating various size lubrication departments and the combination of equipment for most efficient and economical operation dependent on available floor space. Lincoln Engineering Company, 5708 Natural Bridge Avenue, St. Louis 20, Missouri.

**335. POWER AND MANUAL LUBRICATION IN THE FIELD** is fully described in Lincoln Engineering Company's new catalog No. 74. Catalog contains all newest types of grease guns, fittings and accessories for fast, clean, economical lubrication of farm machinery. Lincoln Engineering Company, 5708 Natural Bridge Avenue, St. Louis 20, Missouri.

**336. NEW FILKO IGNITION PARTS CATALOG** — Big 160-page catalog contains complete listings of all Filko Ignition Replacement Parts for practically every make and model of car, truck, bus and tractor. New simplified listings make the new Filko Catalog exceptionally easy to use. F. & B. Mfg. Co., 4248 W. Chicago Avenue, Chicago 51, Ill.

**337. FOLDER DESCRIBING BAY-LIFT PORTABLE PNEUMATIC AUTO LIFT**—An attractive presentation of uses, specifications, and features of the Bay-Lift portable pneumatic Auto Lifts for Cars and Trucks. Bay Manufacturing Co., 316 Arlington Ave., Torrance, Calif.

**More Jobber News**  
(Continued from page 147)

**International Boosters  
Select Memphian**

**F**OUR officers of Automotive Booster Club International were advanced one step and a fifth was chosen from the ranks of the Memphis, Tenn., club, in unanimous action by the board of governors in the annual meeting in Chicago, this year on Dec. 3 before the ASI Show opened Dec. 4. (See photo on page 152).

Arthur Snyder of B-8 in Minneapolis is the new president, moving up from first vice-president to succeed Henry Clark of B-6 in Atlanta.

Walter Sullivan of B-1 in Boston moved into the first vice-presidency from second vice-president, H. M. Cree of B-4 in Dallas advanced to second vice-president from secretary and Wesley Cratty of B-7 in Chicago was promoted from treasurer to secretary.

The new treasurer is Howard Tucker of B-25 in Memphis.



This building, which has just undergone a \$25,000 remodeling, is the home of the Automotive Jobbers Warehouse, Inc., opened Jan. 1 at Memphis, Tenn. Jan R. Major is president of the firm, which will cover Kentucky, Tennessee, Alabama, Mississippi, Louisiana and Arkansas. Fred W. Kieffer is vice-president and treasurer. Services for jobbers include "on-the-job" and class-room training of personnel, store layout and planning and a tax-consulant and bookkeeping-methods service, according to an announcement from Major.

Earlier in their all-day session the board of governors adopted a resolution authorizing the new administration to employ an executive secretary and establish permanent headquarters.

The usual elaborate banquet and floor show was held on Monday night.

**Thoebe Auto Supply  
Opens at Houston**

**T**HOEBE Auto Supply Co. has been opened in Houston, Texas, by three brothers, John, Lester and Floyd Thoebe. The firm is situated at 1633 Westheimer.

The operators are well known in Houston automotive circles, having been connected with the Best Auto Supply for a total of 17 years.

Frank D. Kathe, who has had many years of precision-grinding experience in Florida, is now in charge of the crankshaft grinding department of the Auto Supply Co., Augusta, Ga. "What started out with us two years ago as a side line to supply reground crankshafts for our own rebuilding shop has turned into one of our major lines," Charles Silbert, partner in the Georgia firm, said last month in a news report.



**BE UP TO DATE  
IN CLEANING METAL PARTS**

**NO BRUSHING  
NO SCRAPING  
NO HEATING** WITH



No matter how dirty metal parts become, it's easy to clean them the modern way! Grease, oil and all kinds of dirt come off with one dip in Bendix\* Metalclene, the more efficient cleaner that keeps its strength and requires no heating. Order Metalclene today.

\*REG. U.S. PAT. OFF.

- **FASTER**
- **EASIER**
- **MORE ECONOMICAL**

**BENDIX PRODUCTS DIVISION of**  
SOUTH BEND 30, INDIANA

Export Sales: Bendix International Division, 73 Fifth Avenue, New York 11, N. Y.





Named to head MEMA during the new year were (l. to r.): John M. Wells, president; George O. Wherley, vice-president; George W. Andrews, secretary, and Clyde P. Brewster, reelected treasurer.

### Wells of Ingersoll-Rand Is MEMA President

JOHN M. Wells, manager of the Resale Products Division of Ingersoll-Rand Co., New York City, was elected president of Motor and Equipment Manufacturers Association last month. He succeeded C. J. Schuepbach of Sunnen Products Co.

Other officers elected included: George O. Wherley, general credit manager of The Timken Roller Bearing Co., Canton, Ohio, vice-president; George W. Andrews, president of Andrews Mfg. Co., St. Louis, Mo., secretary, and, for the 17th consecutive year, Clyde P. Brewster, sales manager of K-D Mfg. Co., Lancaster, Pa., was named treasurer. A. H. "Al" Eichholz continues as general manager.

During its annual meeting, held at Chicago during the ASI Show, these directors were elected: Dudley L. Millikin of Rust Master Chemical Co., Cambridge, Mass., Ralph L. Smith of Pyrene Mfg. Co., Newark, N. J., William Greene of The L. S. Starrett Co., Athol, Mass., and Fred G. Wacker, Jr., of Ammco Tools, Inc., North Chicago, Ill.

### Bear Names Pape in W. Va.

Myron Pape's appointment as district representative for West Virginia, eastern Ohio and western Pennsylvania was announced last month by Bear Mfg. Co. He replaces his former associate, the late Art Carlson. Frank Duck, Jr., formerly in Tennessee, will assist Pape.



GLASER GENUINE RABBIT METAL



*You—*  
CHOOSE THE BEST QUALITY  
LINE WHEN YOU ASK FOR  
*Glaser*

Dollar for dollar the Glaser Line is your best buy! It's the only complete line of solders and tinning compounds on the market. Glaser solders and tinning compounds give you superior quality which makes every job a perfect job, faster, easier, and better.

Glaser—the name that stamps it beyond question for unmatched performance. Recognized as a leader by quality-conscious body men everywhere for over 28 years.

Make GLASER your guide to a line of extra quality and extra value. Ask your jobber for GLASER by name today.

Represented in the southeast terr. by G. W. Klier Co. Atlanta 3, Ga.  
Represented in the southwest terr. by R. L. Rager Co. Dallas 5, Texas

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RENDERING DEPENDABLE SERVICE TO THE AUTOMOTIVE INDUSTRY SINCE 1922



Santa was there sho' nuff when the employees of Lynchburg Battery & Ignition Co., Lynchburg, Va., had their Christmas party. He brought presents for employees and families, plus a bonus amounting to about ten per cent of each employee's salary. "We had 44 people at the party, including 14 from our branch store, Newcomb Auto Parts, Farmville, Va.," C. L. Newcomb, president (shown standing, fourth from left), said. The "junior executive" in the foreground is Newcomb's son who seems to be advising the photographer.

### Tapp of Sun Electric Dies From Accident

**J**OHN Raymond Tapp, president of Sun Electric Corp. of Chicago, died last month as the result of a horseback-riding accident. He was 47.

Tapp had been with Sun since its founding 20 years ago. He had been secretary and treasurer, executive vice-president and, since 1949, president of the equipment firm.

Along with O. L. Rhoades and R. C. Christopher, he helped to develop and promote the testing equipment for engine repair.

During the years he was with the company, Sun expanded to two manufacturing plants and 17 branches which are in operation at the present.

### Harry L. Roeger Succumbs

Harry L. Roeger, past president of Automotive Booster Club International, died Dec. 10 in a hospital at Sandusky, Ohio. In 1929 he moved to Cleveland, where he became district manager for Fitzgerald Manufacturing Co. Roeger was a native of Pittsburgh, Pa.

### Tuttle Takes on Vulcan

Tuttle Sales Co. of Atlanta, Ga., has been appointed representative in the Southeastern territory for Vulcan Manufacturing Co., Inc., of Winona, Minn.

### New Orleans Jobbers Reelect Zerlin

**R.** E. ZERLIN has been reelected president of the Associated Automotive Wholesalers of New Orleans. He previously had served an unexpired term.

Harry Weaker was named vice-



Mr. Zerlin

president. Robert Cook was elected treasurer and Archie B. Kiefer was elected secretary.

Directors include: Raymond Grundmeyer, Cy Wallace, Stanley Massett, A. H. Borden, Earl Le Blanc, Oswald Funk and Harry Ginsburg.

"General conditions in our territory are fair. There have been too many price increases," **F. J. Cope**, owner of **Cope Distributing Co.**, Bennettsville, S. C., reported.

"Excellent!" That was the comment of **R. A. Nix**, buyer for **Jenkins Automotive Parts Service**, Columbia, S. C., when queried last month about conditions.

New officers of Automotive Booster Club International are (l. to r.): Wesley E. Cratty of Chicago, secretary; Herbert M. Cree of Dallas, second vice-president; Arthur F. Snyder of Minneapolis, president; Walter J. Sullivan of Boston, first vice-president, and Howard Tucker of Memphis, treasurer. (Story on page 150.)



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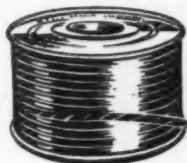
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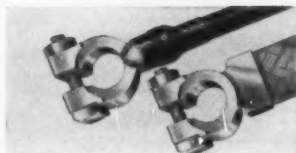
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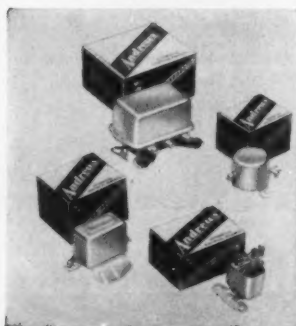
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stain resistant fiber ... saturated in wax  
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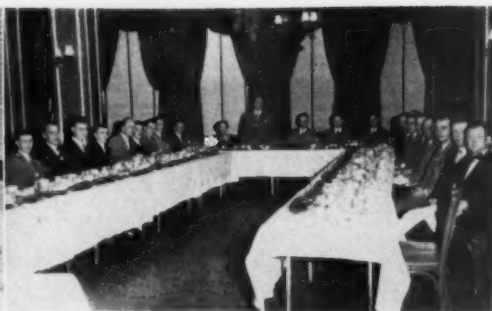
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Even the photographer couldn't get Charlie and Ed to look away from that turkey! While Blair C. Coiner, owner of Coiner Parts Co., Staunton, Va., carves away at the firm's annual Christmas dinner, Manager Charles E. Kennard (left) and Assistant Manager E. R. Winston look on with keen interest. In the other



view, each employee, as usual was called on "to express orally whatever might be on his mind," with the result, Kennard said, that "to say the least we come away from each dinner with a much closer relationship existing between all of us." Coiner spoke briefly on the progress of the company.

### High Car-Tire Production Predicted by Newman

**B**ELIEF that the rubber industry will produce as many passenger-car tires in January and February as in November and December was expressed at the beginning of the year by James J. Newman, vice-president of The B. F. Goodrich Co.

"While the consumption of new rubber for production of civilian products is currently limited by government order, it now appears certain that sufficient rubber will be available to continue production of passenger-car tires at the present rate during the first two months of 1951," Newman said. "This anticipated tire production will equal that of January and February, 1950.

"Passenger-car tire production during 1950 will exceed 1949 output by at least 12,000,000 units, according to present estimates,

representing the largest volume of sales in the history of the tire industry," Newman declared in his comment.

### N. C. Firm Has Fire

A fire in the two-story building of Motor Parts and Gear Co., Monroe, N. C., Dec. 29 caused damage estimated at between \$75,000 and \$100,000. Robert M. Hill, manager, said the building itself was not badly damaged by the fire.

Wanta know how to remodel your home? Ask L. G. "Les" DeMotte, Southeastern manager for Willard Storage Battery Co. You should see how he's done over his Atlanta, Ga., home.

Better be all set for some big fish tales. Max Hayes of Hayes & Hopson, Asheville, N. C., headed for Florida Dec. 27.

### Ed. L. Lee of AAR Cushion 'Em!

Ed. L. Lee, executive secretary of Automotive Affiliated Representatives, again was successful in climaxing the National Amateur Invitational three-cushion billiard championship, held at the Buffalo Athletic Club last month.

This is the third consecutive year he has retained this title, having won it in Cleveland last year and Denver in 1948. He also won the title at Minneapolis in 1945 and was out of competition prior to that time since 1936, when he was international amateur champion. This is the ninth time he has held this title.

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No. 849 Pontiac 1949-1950

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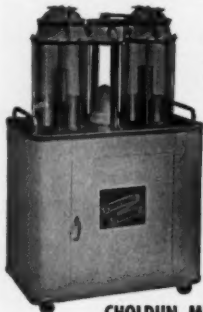


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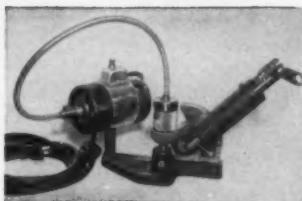
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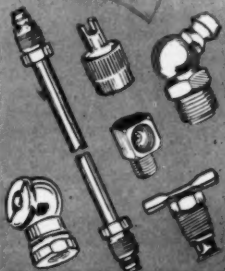
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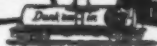
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